CHARLES KRASNER

Subaru of America is aggressively pursuing the U.S. fleet market. It now has about 8,000 vehicles in fleets, mostly in daily rentals, with the Legacy sedan its most popular.

Start of Something Big?

A trend may be in the making as importers push into the fleet market

By: Charles M. Thomas

Volumes may be small, but the movement of import vehicles into the nation's fleet market is starting to accelerate at an attention-getting pace.

Corporate fleet administrators expect to buy 2.7 percent of their 1991-model vehicles from import companies. That's up from 1 percent in the 1990 model year, according to a survey conducted by the National Association of Fleet Administrators, a 2,000-member group headquartered in Iselin, N.J.

"This increase shows the beginning of a trend in fleet sales," says Gordon B. West, first vice president of the association and corporate fleet manager for Pfizer Inc. of New York.

For years, the fleet market was virtually ignored by Japanese manufacturers because they never had enough volume. That was particularly true in the early 1980s, when Japanese makers were retailing all the vehicles they were allowed to in the United States under a voluntary restraint agreement. That changed when Japanese transplants began U.S. production.

Now, Japanese imports are gaining in the fleet market partly because their companies have the manufacturing capacity in the United States to be competitive with the Big 3.

"Only a few years ago, foreign vehicles weren't even considered for fleets because the manufacturers couldn't provide the product, service and options that fleet managers needed," says West.

But today, foreign-car manufacturers slowly are gaining a foothold in the North American fleet market because they have more vehicles available, they have improved the timeliness of delivery and they are better able to provide the options required by fleet managers.

"We will see many more foreign nameplates in American fleets in coming years," West predicts.

Nissan manufactures the import vehicles of choice for corporate fleet managers, accounting for 0.9 percent of import fleet sales. Its most popular fleet vehicle is the Maxima. Other nameplates include Hyundai, Mazda, Isuzu, Mitsubishi, Subaru, Toyota and Volkswagen.

Even though imports are gaining a foothold in corporate fleet sales, the Big 3 still sell the vast majority of vehicles to corporate and government fleets. But more fleet companies, like Pittsburgh-based LMV Leasing Inc., are adding import vehicles to their sales literature. Four years ago, nearly all vehicle recommendation lists failed to include import vehicles.

Aaron Ashcraft, fleet and lease manager for Nissan North American Inc., says: "There is no question we are seeing the barriers come down."

The residual values of Nissan's vehicles are part of the reason for its success in the market, according to Ashcraft. Last year, Nissan had roughly 20,000 vehicles in commercial fleets and 15,000 in daily rental fleets. "We're controlling the number of vehicles going into the daily rental fleets," he says. "This helps us maintain high residual values on our vehicles."

Ashcraft agrees that fleet managers are beginning to view the automobile industry as more international because of the joint ventures among auto companies. Ford and Nissan have such a venture to produce a minivan.

Nissan, like other importers, maintains a fleet pool to speed up delivery to customers.

Frank Arnot, national fleet manager for Toyota Motor Sales USA Inc., says Toyota has aggressive plans for the fleet market.

"With commercial fleets, you have to go out and convince the fleet management companies that you can deliver the car ordered on time and the way they want it," he says.

"Toyota's advantage compared to other import companies is that we've already developed a lot of systems and dealer networks necessary for success in this part of the business," says Arnot. "We've also shortened the lead time necessary to get cars to fleet clients faster."

He says for some companies, the "buy-American" sentiment is slowly turning into "buy-built-in-America," which he interprets as

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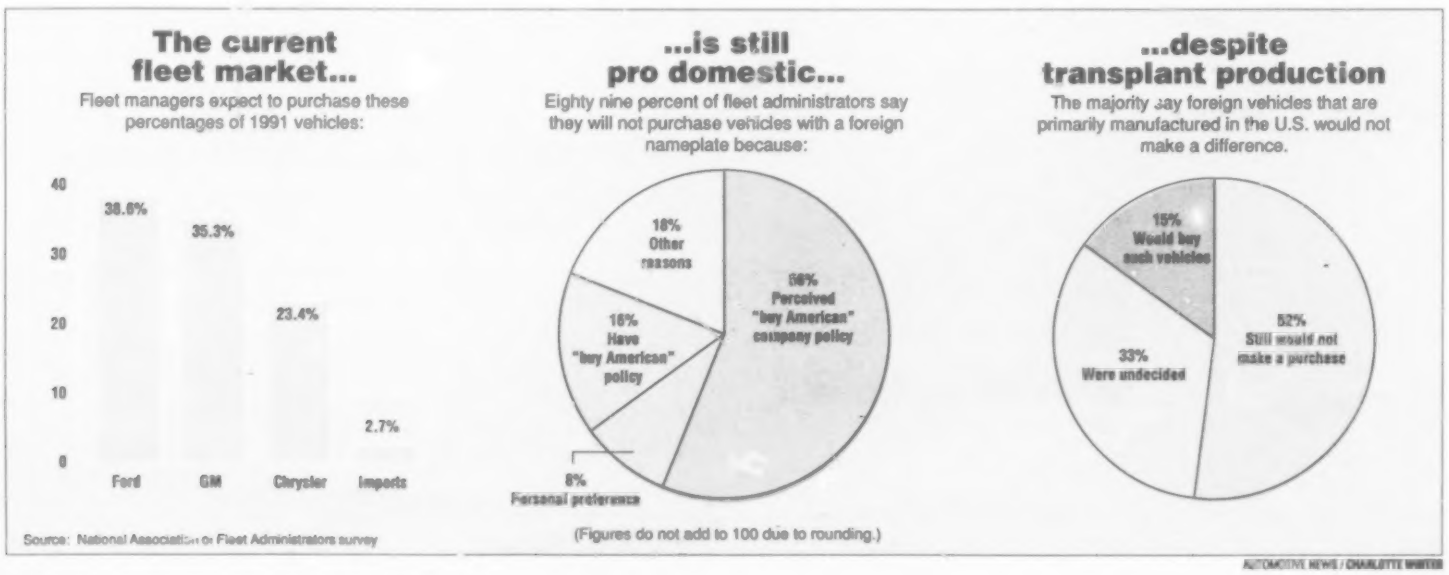
The current fleet market...
Fleet managers expect to purchase these percentages of 1991 vehicles:
40
30
20
10
0
38.6%
35.3%
23.4%
2.7%
Ford
GM
Chrysler
Imports
Source: National Association of Fleet Administrators survey
...is still pro domestic...
Eighty nine percent of fleet administrators say they will not purchase vehicles with a foreign nameplate because:
18% Other reasons
58% Perceived "buy American" company policy
16% Have "buy American" policy
8% Personal preference
(Figures do not add to 100 due to rounding.)
...despite transplant production
The majority say foreign vehicles that are primarily manufactured in the U.S. would not make a difference.
15% Would buy such vehicles
52% Still would not make a purchase
33% Were undecided
AUTOMOTIVE NEWS / CHARLOTTE WHITE

Captivating Count

When tallying dealers, captive imports and dualing lead to surprising totals

By: John K. Teahen Jr.

Fact or fiction?

There are more places to buy an imported car in the United States than there are places to buy a domestic car.

If you chose "fact," you've made a good start toward understanding the intricacies of foreign-car distribution in this country.

The annual *Automotive News* census found that 22,983 stores were selling imported cars on Jan. 1, 1991, compared to 18,984 handling Big 3 lines. That's an edge of 3,999 establishments for the imports.

The figures are correct, but somehow the whole proposition doesn't seem quite right. The Big 3 sell twice as many cars as all the foreign nameplates combined. How can the imports have 3,999 more sales locations than the Big 3?

The answer is found in an involved system of dualing and — most important — in the role of the captive imports in inflating the import outlet total. A captive is a foreign-built car that is sold only by the domestic make that imports it.

As 1991 began, an estimated 16,639 Big 3 dealerships were handling a captive import. That was 88 percent of the 18,984 domestic outlets in operation.

Another 5,406 points were "pure" import dealerships — 4,276 that carry one make of imported cars and nothing else and 1,130 that stock a variety of foreign lines, but no Big 3 nameplates. The balance of the 22,983 spots at which imports are sold are duals with the Big 3 stores that do not have a captive import.

As of Jan. 1, the *Automotive News* census counted 24,390 new-car dealerships in the United States — 18,984 Big 3 and 5,406 import-only. So it is correct to say that 94 percent of the nation's dealerships handle an import. But it is not correct to say that the 94 percent are primarily imported-car dealerships.

That is because the captives play relatively minor roles in the operations of the bulk of the outlets that handle them. The domestic makes are the big sellers at those stores.

Geo was a major factor in Chevrolet Division regaining the new-car sales crown from Ford Division last year, but Geos from Japan accounted for only 9.44 percent of Chevrolet sales. Ford also has a captive, but Festiva contributed only 3.98 percent of its sales.

At Chrysler Corp., the Dodge/Plymouth Colt and Vista, Dodge Stealth, Eagle Summit and Chrysler TC by Maserati made up 7.64 percent of new-car sales, although Japanese-built Summits were a much more important part of the Eagle mix with 21 percent.

Elsewhere, Tracer, Capri and some leftover Merkurs chalked up 11.56 percent of Mercury sales, and LeMans had 6.14 percent of Pontiac deliveries.

Every Chrysler Corp. dealership and every Ford Motor Co. dealership handles a captive import. So do all Pontiac outlets and 87 percent of the Chevrolet stores. The only Big 3 dealerships without a captive are the 607 Chevrolet spots that do not have Geo and the Buick, Oldsmobile and Cadillac points that are either one-liners or are dualed among themselves.

The heaviest hitters on the import dealership team are those 5,406 that are devoted completely to selling and servicing foreign-nameplate cars. Note the term "foreign nameplate." A lot of those cars are made by transplant factories in the United States, but they carry the badges of their parent companies and are sold here by holders of imported-car franchises.

Those outlets consist of 4,276 exclusives and 1,130 duals. The exclusives are primarily Japanese — 3,530 of the 4,276 — and the three best sellers head that group. Honda has 788 one-liners; Toyota lists 711; and Nissan counts 541.

Mitsubishi reports that all 500 of its outlets are stand-alone stores, and Lexus also has a 100 percent exclusive ranking for its 121 locations. Acura and Infiniti have only one non-exclusive outlet.

Of the non-Japanese entries, Sweden's Volvo has the most exclusives with 134. South Korea's Hyundai lists 116, and BMW tops the German makes with 106. Porsche, Sterling and Aston Martin report no single-line dealerships.

Duals that team independent imports with U.S. makes are another important part of the imported-car sales and distribution system in the United States, although those combinations do not show up as a separate entry in the overall total of new-car dealerships. That is because those stores are already counted in the Big 3 totals.

Most of them, of course, have a captive import as well as a U.S. car and an independent import in the showroom.

Those U.S. duals with independent imports add an outlet, and often a vital outlet, for the import make involved, and the extra line is likely to be essential to the success of the domestic partner.

A glance at the numbers in the accompanying tables indicates that those stores play a significant role in the retail organizations of many of the major imports.

Toyota, Mazda and Nissan have 350 to 393 duals with the Big 3. That is 29 percent of Toyota's dealer total, 35 percent of Nissan's and 42 percent of Mazda's.

Honda relies less heavily on domestic duals with 126 (13 percent), and Mitsubishi, Lexus, Acura and Infiniti shun the domestics completely. They have no such duals.

At the beginning of this year, import franchises totaled 11,336, compared to 39,169 for the Big 3. The import figure includes the franchises issued by the 31 independent makes sold in the United States.

The captives handled by Chrysler Corp., Ford Motor Co. and Pontiac are not listed separately because they are part of the parent franchise. Geo is a separate franchise; it is included with General Motors' domestic franchises because Geos are made in the United States as well as imported from Japan. □

John K. Teahen Jr. is senior editor of Automotive News. He also wrote this issue's front-page dealer census article.

IMPORT DUALS WITH U.S. MAKES

	Dual with U.S. make	Dual with U.S. make and other imports	Total
Isuzu	308	99	407
Nissan	314	79	393
Mazda	240	129	369
Toyota	304	46	350
Subaru	227	101	328
Volkswagen	100	101	201
Suzuki	72	101	173
Hyundai	119	52	171
Daihatsu	91	44	135
Honda	102	24	126
Yugo	93	29	122
Saab	62	56	118
Mercedes-Benz	33	79	112
Volvo	43	60	103
BMW	40	57	97
Alfa Romeo	45	49	94
Peugeot	47	39	86
Sterling	49	32	81
Audi	4	54	58
Porsche	3	42	45
Jaguar	17	21	38
Rolls-Royce/Bentley	11	20	31
Lotus	12	10	22
Maserati	7	2	9
Lamborghini	0	1	1
Aston Martin	1	0	1

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IMPORT EXCLUSIVES

(Dealership handling one import make and nothing else)

	Number of exclusives	Number of dealers	Percent of exclusives
Honda	788	974	80.9
Toyota	711	1,189	59.8
Nissan	541	1,113	48.6
Mitsubishi	500	500	100
Acura	299	300	99.7
Mazda	247	876	28.2
Subaru	187	732	25.5
Volvo	134	407	32.9
Lexus	121	121	100
Hyundai	116	423	27.4
BMW	106	377	28.1
Volkswagen	98	744	13.2
Mercedes-Benz	93	408	22.8
Infiniti	79	80	98.8
Saab	68	340	20.0
Peugeot	33	170	19.4
Daihatsu	29	235	12.3
Alfa Romeo	25	193	13.0
Isuzu	23	591	3.9
Jaguar	20	137	14.6
Yugo	20	175	11.4
Ferrari	15	40	37.5
Maserati	8	42	19.0
Suzuki	5	288	1.7
Rolls-Royce/Bentley	4	53	7.5
Lamborghini	4	16	25.0
Lotus	1	71	1.4
Audi	1	341	0.3

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Import sales dip in 1990

Imported new-car sales in the United States in 1990 totaled 2,452,999 units — the lowest in six years, when sales in 1984 totaled 2,441,713.

The 1990 calendar year total fell 9.09 percent from 1989's.

Japanese makers represented a 70.1 percent share of the import market, while showing a decline in sales of 10.0 percent.

Korean makes, which include Hyundai, Ford captive-import Festiva, and General Motors captive Pontiac LeMans, captured a 9.3 percent share of total import sales. Sales of Korean makes fell 22.9 percent in 1990 from 1989.

European makers accounted for a 20.5 percent share of the 1990 import market. After seeing sales slide since 1987, the European market saw light at the end of the tunnel last year with a 2.7 percent increase over 1989.

European makers, which are mostly manufacturers of luxury vehicles, saw a dash for the finish line in December, as consumers indulged before new luxury tax laws became effective on Jan. 1.

Big 3 captive imports captured 13.5 percent of total import sales — a decline of 2.7 percent and their second consecutive drop in calendar year sales.

Subcompacts, the largest segment among U.S. import sales, accounted for 42.4 percent of the import market, with intermediate models totaling 23.4 percent, luxury vehicles capturing 18.7 percent, compacts totaling 10.6 and specialty models accounting for 4.9 percent.

New models introduced in the 1990 calendar year include: Acura NSX, Alfa Romeo 164, BMW 850i, Dodge Stealth/Mitsubishi 3000GT, Hyundai Scoupe, Isuzu Stylus, Infiniti G20, Mercedes-Benz 350SD and 350 SDL Turbo, Mercury Capri and the Volvo 940 series.

— Karen Detkowski

IMPORT CAR SALES - 1990 CALENDAR YEAR

(by size classification)

Subcompact	
Hyundai Excel	100,590
Toyota Corolla	92,258
Toyota Tercel	90,808
Geo Storm/Spectrum	86,257
Honda Civic/CRX	80,880
Volkswagen Jetta	58,314
Ford Festiva	52,520
Mitsubishi Mirage	49,679
Nissan Sentra	49,479
Mazda Protege	47,404
Geo Metro/Sprint	44,756
Dodge/Plymouth Colt	39,602
Pontiac LeMans	39,081
Mercury Tracer	34,494
Subaru Loyale	31,109
Mazda 323	22,977
Volkswagen Fox	22,640
Volkswagen Golf/GTI	17,122
Subaru Justy	14,363
Eagle Summit	12,735
Daihatsu Charade	10,630
Volkswagen Cabriolet	7,615
Hyundai Scoupe	7,018
Suzuki Swift	6,525
Yugo	6,359
Volkswagen Corrado	5,675
Dodge/Plymouth Vista	5,430
Mitsubishi Precis	4,665
Nissan Pulsar	3,839
Isuzu Impulse	3,327
Isuzu I-Mark	1,272
Subaru 4-Door Sedan	392
Subaru Station Wagon	263
Subaru 3-Door	246
Subaru Hatchback	174
Volkswagen Scirocco	19
Compact	
Acura Integra	83,599
Toyota Celica	78,521
Nissan 240SX/200SX	56,463
Honda Prelude	37,814
Subaru XT/XT6	1,276
Mitsubishi Wagon	1,169
Mazda MX-6	224
Merkur XR4Ti	198
Volkswagen Quantum	46
Alfa Romeo Milano	45
Audi 4000	1
Luxury	
Acura Legend	53,666
Volvo 740 series	46,070
Lexus LS 400	42,804
Volvo 240 series	42,410
BMW 3 series	28,819
Mercedes Benz 300	24,440
BMW 5 series	22,524
Lexus ES 250	22,433
Mazda 929	16,535
Mercedes Benz 190	14,145
Jaguar XJ6	14,013
Infiniti Q45	13,963
Toyota Cressida	12,863
BMW 7 series	10,460
Audi 100/200	8,670
Volvo 760 series	8,627
Mercedes Benz 420SEL	6,715
Mercedes Benz 300 SE	6,661
Infiniti M30	6,606
Mercedes Benz 560SEL	4,772
Jaguar XJ-S	4,715
Audi 80	4,402
Sterling	4,015
Mercedes 300SEL	3,772
Saab 9000CD	3,651
Porsche 911 Coupe/Carrrera 2/4	3,650
Infiniti G20	3,446
Audi 90	3,380
Mercedes Benz 260E	3,196
Saab 9000 Turbo	2,935
Porsche 944S	2,348
Saab 9000S	2,304
Audi V8 Quattro	1,934
Audi 100/200 Quattro	1,859
Porsche 911 Cabriolet	1,805
Mercedes Benz 560SEC	1,753
Alfa Romeo 164	1,549
Mercedes Benz 350SDL	1,411
Rolls Royce/Bentley*	1,200
Volvo 780	921
Volvo 940 series	912
Audi Coupe Quattro	848
BMW M3	764
Porsche 928S	620
Mercedes Benz 350SD	543
BMW M5	515
Porsche 944 Turbo	490
BMW 850i	305
BMW 635 CSi	252
Maserati*	240
Porsche 924S	138
Porsche 944	78
Aston Martin*	60
Porsche 911 Turbo	10
BMW M6	7
Intermediate	
Honda Accord	140,301
Nissan Maxima	100,067
Mitsubishi Stanza	76,615
Toyota Camry	72,008
Subaru Legacy	44,906
Mitsubishi Galant	40,991
Hyundai Sonata	29,840
Mazda 626	20,228
Volkswagen Passat	18,274
Saab 900 Turbo	6,667
Saab 900S	6,048
Saab 900	4,640
Peugeot	4,292
Merkur Scorpio	2,424
Mitsubishi Sigma	1,566
Eagle Medallion	475
Audi 5000	12
Specialty	
Mazda Miata	35,944
Nissan 300ZX	22,095
Toyota MR2	14,257
Mazda RX-7	9,743
Mercedes Benz SL Coupe	9,430
Mercury Capri	8,072
Toyota Supra	6,419
Dodge Stealth	3,302
Chrysler TC Maserati	3,298
Alfa Romeo Spider	1,888
Ferrari*	1,595
Mitsubishi 3000GT	1,542
Acura NSX	1,119
Lotus*	324
Lamborghini*	156

*Estimate

IMPORT CAR SALES - 1990 CALENDAR YEAR

(Ranked by sales)

	1990 Sales
Honda Accord	140,301
Hyundai Excel	100,590
Nissan Maxima	100,067
Toyota Corolla	92,258
Toyota Tercel	90,808
Geo Storm/Spectrum	86,257
Acura integra	83,599
Honda Civic/CRX	80,880
Toyota Celica	78,521
Nissan Stanza	76,615
Toyota Camry	72,008
Volkswagen Jetta	58,314
Nissan 240SX/200SX	56,463
Acura Legend	53,666
Ford Festiva	52,520
Mitsubishi Mirage	49,679
Nissan Sentra	49,479
Mazda Protege	47,404
Volvo 740 Series	46,070
Subaru Legacy	44,906
Geo Metro/Sprint	44,756
Lexus LS 400	42,804
Mitsubishi Galant	40,991
Dodge/Plymouth Colt	39,602
Pontiac LeMans	39,081
Honda Prelude	37,814
Mazda Miata	35,944
Mercury Tracer	34,494
Volvo 240 Series	32,410
Subaru Loyale	31,109
Hyundai Sonata	29,840
BMW 3 series	28,819
Mercedes Benz 300	24,440
Mazda 323	22,977
Volkswagen Fox	22,640
BMW 5 series	22,524
Lexus ES 250	22,433
Nissan 300ZX	22,095
Mazda 626	20,228
Volkswagen Passat	18,274
Volkswagen Golf/GTI	17,122
Mazda 929	16,535
Subaru Justy	14,363
Toyota MR2	14,257
Mercedes Benz 190	14,145
Jaguar XJ6	14,013
Infiniti Q45	13,908
Toyota Cressida	12,863
Eagle Summit	12,735
Daihatsu Charade	10,630
BMW 7 series	10,460
Mazda RX-7	9,743
Mercedes Benz SL Coupe	9,430
Audi 100/200	8,670
Volvo 760 Series	8,627
Mercury Capri	8,072
Volkswagen Cabriolet	7,615
Hyundai Scoupe	7,018
Mercedes Benz 420SEL	6,715
Saab 900 Turbo	6,667
Mercedes Benz 300 SE	6,661
Infiniti M30	6,606
Suzuki Swift	6,525
Toyota Supra	6,419
Yugo	6,359
Saab 900S	6,048
Volkswagen Corrado	5,675
Dodge/Plymouth Vista	5,430
Mercedes Benz 560SEL	4,772
Jaguar XJ-S	4,715
Mitsubishi Precis	4,665
Saab 900	4,640
Audi 80	4,402
Peugeot 405/505	4,292
Sterling	4,015
Nisan Pulsar	3,839
Mercedes Benz 300SEL	3,772
Saab 9000CD	3,651
Porsche 911 Coupe/Carrera 2/4	3,650
Infiniti G20	3,446
Audi 90	3,380
Isuzu Impulse	3,327
Dodge Stealth	3,302
Chrysler TC Maserati	3,298
Mercedes Benz 300E 2.6/260E	3,196
Saab 9000 Turbo	2,935
Merkur Scorpio	2,424
Porsche 944S	2,348
Saab 9000S	2,304
Audi V8 Quattro	1,934
Alfa Romeo Spider	1,888
Audi 100/200 Quattro	1,859
Porsche 911 Cabriolet/Speedster	1,805
Mercedes Benz 560SEC	1,753
Ferrari*	1,595
Mitsubishi Sigma	1,566
Alfa Romeo 164	1,549
Mitsubishi 3000GT	1,542
Mercedes Benz 350SDL Turbo	1,411
Subaru XT/XT6	1,276
Isuzu I-Mark	1,272
Isuzu Stylus	1,238
Rolls Royce/Bentley*	1,200
Mitsubishi Wagon	1,169
Acura NSX	1,119
Volvo 780	921
Volvo 940 series	912
Chrysler Conquest	896
Audi Coupe Quattro	848
BMW M3	764
Porsche 928S	620
Mercedes Benz 350SD	543
BMW M5	515
Porsche 944 Turbo	471
Eagle Medallion	475
Subaru 4-Door Sedan	392
Lotus*	324
Mercedes Benz 850i	305
Subaru Station Wagon	263
BMW 635 CSi	252
Subaru 3-Door	246
Maserati*	240
Mazda MX-6	224
Porsche 944	206
XR4Ti Merkur	198
Subaru Hatchback	174
Lamborghini*	156
Porsche 924S	138
Aston Martin*	60
Volkswagen Quantum	46
Alfa Romeo Milano	45
Volkswagen Scirocco	19
Mitsubishi Starion	18
Audi 5000	12
Porsche 911 Turbo	10
BMW M6	7
Audi 4000	1

*Estimate

IMPORTED NEW-CAR SALES IN U.S. FOR FIVE YEARS

	1990	1989	1988	1987	1986
Acura	138,384	142,061	128,238	109,470	52,869
Alfa Romeo	3,482	2,920	4,476	6,320	8,201
Aston Martin	60*	34	65	64	74
Audi	21,106	21,283	22,941	41,322	59,797
Bertone	N.A.	N.A.	325	845	1,482
BMW	63,646	64,881	73,359	87,839	96,759
Geo Storm	86,257	62,877	68,347	76,852	99,380
Geo Metro	42,488	52,792	48,088	60,359	60,983
Chrysler Conquest	896	5,026	9,873	11,217	2,572
Chrysler TC Maserati	3,298	2,924	—	—	—
Daihatsu	10,630	15,111	11,460	—	—
Dodge Colt	20,784	30,040	42,331	41,787	48,249
Dodge Conquest	—	—	—	234	2,335
Dodge Vista	2,764	6,653	10,190	15,336	18,101
Dodge Stealth	3,302	—	—	—	—
Eagle	13,210	23,028	19,315	13,991	—
Ferrari	960*	805	N.A.	1,054	771
Ford Festiva	52,520	69,328	69,167	26,750	—
Honda	252,377	251,569	265,122	312,218	405,399
Hyundai	137,448	183,261	264,282	263,610	168,892
Infiniti	23,960	1,723	—	—	—
Isuzu	5,837	16,296	24,520	39,587	38,910
Jaguar	18,728	18,967	20,727	22,919	24,464
Lamborghini	156*	167	150	124	107
Lexus	63,534	16,302	—	—	—
Lotus	324*	290	323	170	149
Maserati	240*	280	733	932	1,298
Mazda	153,055	184,583	224,719	206,354	222,716
Mercedes-Benz	78,375	75,714	83,627	89,918	99,314
Mercury	45,188	8,765	15,261	14,301	14,315
Mitsubishi	99,630	79,751	69,975	67,954	49,436
Nissan	312,406	395,371	360,745	405,996	493,549
Peugeot	4,292	6,095	5,713	9,422	14,296
Plymouth Colt	18,818	28,259	37,554	37,580	45,094
Plymouth Conquest	—	—	—	139	2,182
Plymouth Vista	2,666	6,257	9,249	14,044	16,995
Pontiac LeMans	39,081	44,641	64,037	35,564	—
Porsche	9,139	9,479	15,732	23,632	30,471
Renault	—	—	—	—	4,152
Rolls/Bentley	1,200*	1,216	2,801	1,208	1,155
Saab	26,397	31,549	38,490	45,106	48,181
Sterling	4,015	5,907	8,901	14,171	—
Subaru	92,729	136,112	155,946	175,864	183,242
Suzuki	6,525	6,009	524	—	—
Toyota	367,134	448,249	616,529	583,809	640,155
Volkswagen	129,705	128,503	143,861	130,641	143,318
Volvo	89,894	102,620	98,497	106,539	113,267
Yugo	6,359	10,576	31,545	48,812	35,959
TOTAL IMPORTS	**2,452,999**	**2,698,274**	**3,068,738**	**3,144,054**	**3,248,579**
Japanese	1,720,684	1,910,993	2,102,725	2,172,791	2,386,319
European	503,266	490,051	568,527	645,339	693,378
Korean	229,049	297,230	397,486	325,924	168,882
Captive Import	331,272	340,590	393,412	348,154	314,358

*Estimate

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Where There's Smoke

Some importers' advertising campaigns catch fire — but others never spark

By: Arlena Sawyers

With more than 600 car models in U.S. showrooms representing companies from around the world, import advertising and marketing are proliferating — with mixed results.

To set themselves apart in the intense competition, Asian and European marketing efforts have contained everything from entire ad campaigns that don't show the vehicle to product demonstrations that turned out to be embarassingly too good to be true.

But along with the strategic misses, there have been hits as well.

Volkswagen United States scored a small victory with its *fahrvergnugen* ad campaign launched in February 1990.

Literally, the tongue-twisting German word means "pleasurable driving experience."

The whole idea was to create customer interest and increase floor traffic while instituting the company's lower pricing and no-consumer-rebate strategies. Instead of rebates, VW offered value-added marketing such as a money-back guarantee on the Passat sedan.

The campaign caught fire. VW finished the 1990 calendar year with 129,705 car sales, up from 128,503 in 1989, in an overall down market.

Last year didn't turn out as well for Volvo Cars of North America, second to VW as the largest seller of European cars in the United States. The Swedish importer's sales plunged 12.4 percent by the end of the 1990 calendar year.

Volvo is still trying to live down the flap that evolved as a result of its "monster truck" TV commercial hoax.

An embarassed Volvo pulled the ads, apologized and ran corrective ads. Scali, McCabe, Sloves, Volvo's agency for 23 years, resigned the account after news of the ad broke.

Messner Vetore Berger Carey Schmetterer, a New York-based advertising agency, won the $40 million account in last month.

Though Volvo's integrity was questioned, much of the manufacturer's safety image remains intact. In fact, the Volvo 240 was named *Prevention* magazine's 1991 "Safe Car of the Year" in the import car category.

Volvo is running a print ad showing one of its cars crushed at the front and rear. The line underneath the car reads: "We design every Volvo to look like this." The copy goes on to note that despite the frontal and rear crashes, "the car's middle section, however, didn't collapse."

Indeed, safety has become a major selling point for all manufacturers in the 1990s. Japanese makers, which once lagged behind their European and domestic counterparts in incorporating safety features into their vehicles, have joined the fray.

Toyota Motor Sales U.S.A. created a TV spot demonstrating the deployment of an air bag and another highlighting Previa's all-wheel-drive and anti-lock brakes as a woman driver maneuvers her minivan around debris on a rain-soaked road.

In a 12-page print ad, Acura, Honda of America's luxury car division, boasts about its Legend LS model's driver and passenger side airbags, high-strength steel door beams, rigid unit-body structure, padded instrument panel and "smooth, rounded knobs, buttons and switches."

But a safety image is of less concern to smaller import manufacturers. Many, struggling for name and product recognition, have launched campaigns they hope will position them in the minds of car shoppers.

Alfa Romeo Distributors of

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1100 Johnson Ferry Road
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IMPORT CAR SALES - 1990 CALENDAR YEAR

	January	February	March	April	May	June	July	August	September	October	November	December	1990 Total
ACURA	**10,087**	**10,019**	**11,831**	**12,380**	**13,792**	**13,617**	**13,176**	**12,881**	**11,168**	**11,163**	**8,307**	**9,963**	**138,384**
Integra	5,693	5,992	7,252	7,967	8,076	8,179	7,685	8,533	7,144	7,448	5,122	4,508	83,599
Legend	4,394	4,027	4,579	4,413	5,716	5,438	5,491	4,303	3,804	3,445	2,889	5,167	53,666
NSX	0	0	0	0	0	0	0	45	220	270	296	288	1,119
ALFA ROMEO	**109**	**202**	**266**	**179**	**148**	**484**	**440**	**404**	**385**	**300**	**258**	**307**	**3,482**
Milano	6	3	7	2	4	7	3	7	3	1	2	0	45
Spider	103	199	259	177	144	214	162	163	122	108	121	116	1,888
164	0	0	0	0	0	203	275	234	260	191	175	211	1,549
ASTON MARTIN*	**5**	**5**	**5**	**5**	**5**	**5**	**5**	**5**	**5**	**5**	**5**	**5**	**60**
AUDI	**1,279**	**1,411**	**2,255**	**1,517**	**2,060**	**2,567**	**1,556**	**1,852**	**2,507**	**1,474**	**1,279**	**1,349**	**21,106**
4000	0	0	0	0	0	0	1	0	0	0	0	0	1
5000	6	3	1	0	1	0	0	0	1	0	0	0	12
80	260	298	499	347	469	556	331	461	496	237	218	230	4,402
90	196	248	409	249	343	425	228	273	335	265	199	210	3,380
V8 Quattro	131	117	147	149	154	180	209	122	208	129	164	224	1,934
Coupe Quattro	59	68	99	59	100	117	52	72	78	52	44	48	848
100/200	510	550	900	598	820	1,090	643	799	1,225	621	475	439	8,670
100/200 Quattro	117	127	200	115	173	199	92	125	164	170	179	198	1,859
BMW	**4,919**	**4,113**	**5,436**	**5,848**	**5,746**	**5,425**	**4,709**	**5,239**	**5,149**	**4,776**	**5,424**	**6,862**	**63,646**
3 series	2,006	1,746	2,435	3,262	2,885	2,627	2,346	2,591	2,467	2,135	2,075	2,244	28,819
5 series	2,054	1,701	2,083	1,768	1,979	1,845	1,616	1,625	1,303	1,567	2,084	2,899	22,524
635 CSi	56	41	43	24	20	20	14	5	6	8	7	8	252
7 series	728	564	797	684	726	821	637	892	1,268	961	1,153	1,229	10,460
850i	0	0	0	0	0	0	0	0	1	1	2	301	305
M3	70	57	72	76	79	64	55	71	57	52	55	56	764
M5	4	0	5	34	57	48	41	55	47	52	48	124	515
M6	1	4	1	0	0	0	0	0	0	0	0	1	7
CHEVROLET/GEO	**12,605**	**13,142**	**15,765**	**13,098**	**13,650**	**12,433**	**10,615**	**9,430**	**8,922**	**7,795**	**5,955**	**5,335**	**128,745**
Spectrum	8,120	8,230	10,836	9,797	9,680	7,751	6,581	5,615	3,237	5,328	4,397	4,237	83,809
Metro	4,485	4,912	4,929	3,301	3,790	4,682	4,034	3,815	5,685	2,467	1,558	1,098	44,756
CHRYSLER MOTORS	**5,600**	**5,319**	**5,485**	**4,583**	**5,738**	**5,731**	**5,299**	**5,249**	**5,682**	**6,777**	**5,193**	**5,082**	**65,738**
Colt	2,798	2,911	2,925	2,436	3,568	3,627	3,612	3,803	4,144	4,423	2,848	2,507	39,602
Conquest	348	65	93	157	65	168	0	0	0	0	0	0	896
Medallion	166	31	34	86	32	126	0	0	0	0	0	0	475
Stealth	0	0	0	0	0	0	0	0	0	976	1,182	1,144	3,302
Summit	1,033	1,392	1,515	1,258	1,338	1,241	1,126	951	1,005	637	491	748	12,735
Vista	659	564	569	369	440	347	337	236	319	558	506	526	5,430
TC	596	356	349	277	295	222	224	259	214	183	166	157	3,298
DAIHATSU	**1,402**	**1,027**	**1,219**	**811**	**721**	**80**	**806**	**1,106**	**914**	**842**	**503**	**564**	**9,995**
FERRARI*	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**1,595**
FORD Festiva	**5,985**	**4,912**	**5,489**	**5,042**	**4,323**	**3,799**	**5,243**	**4,584**	**4,155**	**3,656**	**2,944**	**2,388**	**52,520**
HONDA	**15,871**	**17,923**	**19,736**	**21,106**	**23,574**	**26,080**	**23,876**	**20,024**	**13,295**	**26,022**	**27,324**	**17,546**	**252,377**
Civic/CRX	3,939	4,665	5,045	5,852	6,984	8,251	4,838	5,296	9,512	10,007	11,518	4,973	80,880
Accord	10,761	10,548	11,196	11,756	11,897	11,872	15,133	9,870	2,894	13,351	13,901	10,504	133,683
Prelude	1,171	2,710	3,495	3,498	4,693	5,957	3,905	4,858	889	2,664	1,905	2,069	37,814
HYUNDAI	**11,883**	**10,549**	**11,979**	**10,411**	**13,322**	**11,729**	**10,669**	**12,879**	**10,305**	**10,202**	**10,487**	**13,033**	**137,448**
Excel	9,187	8,489	9,164	7,803	10,254	8,910	8,249	9,571	7,823	6,887	6,828	7,425	100,590
Sonata	2,696	2,060	2,815	2,608	3,068	2,819	2,420	3,308	1,832	1,596	1,526	3,092	29,840
Scoupe	0	0	0	0	0	0	0	0	650	1,719	2,133	2,516	7,018
ISUZU	**208**	**226**	**402**	**294**	**335**	**345**	**386**	**437**	**653**	**1,084**	**805**	**662**	**5,837**
I-Mark	169	174	237	118	129	105	88	70	75	36	46	25	1,272
Impulse	39	52	165	176	206	240	298	316	252	672	482	429	3,327
Stylus	0	0	0	0	0	0	0	51	326	376	277	208	1,238
INFINITI	**1,071**	**1,075**	**1,549**	**1,661**	**2,115**	**1,797**	**2,107**	**1,934**	**2,046**	**2,749**	**2,778**	**3,078**	**23,960**
M30	422	431	532	428	549	670	907	809	622	528	420	285	6,603
Q45	649	644	1,017	1,233	1,566	1,124	1,200	1,125	1,142	1,287	1,103	1,818	13,908
G20	0	0	0	0	0	0	0	0	282	934	1,255	975	3,446
JAGUAR	**1,523**	**1,475**	**1,746**	**1,599**	**1,575**	**1,532**	**1,410**	**1,509**	**1,722**	**1,089**	**1,344**	**2,204**	**18,728**
XJ6	1,086	1,096	1,291	1,175	1,125	1,137	1,084	1,147	1,368	789	1,018	1,697	14,013
XJ-S	437	379	455	424	450	395	326	362	354	300	326	507	4,715
LAMBORGHINI*	**13**	**13**	**13**	**13**	**13**	**13**	**13**	**13**	**13**	**13**	**13**	**13**	**156**
LEXUS	**4,135**	**4,171**	**4,861**	**5,117**	**5,102**	**5,053**	**5,596**	**6,111**	**5,268**	**5,530**	**5,847**	**6,743**	**63,534**
ES 250	2,919	1,388	1,532	1,613	1,860	1,777	1,990	2,255	1,682	1,766	1,864	1,787	22,433
LS 400	1,216	2,783	3,329	3,504	3,242	3,276	3,606	3,856	3,586	3,764	3,983	4,956	41,101
LOTUS*	**27**	**27**	**27**	**27**	**27**	**27**	**27**	**27**	**27**	**27**	**27**	**27**	**324**
MASERATI	**20**	**20**	**20**	**20**	**20**	**20**	**20**	**20**	**20**	**20**	**20**	**20**	**240**
MAZDA	**13,524**	**10,788**	**15,501**	**12,919**	**15,929**	**13,472**	**14,169**	**13,750**	**10,897**	**11,373**	**11,269**	**9,464**	**153,055**
323	2,280	1,361	1,493	1,718	2,126	1,790	2,130	2,748	1,847	1,745	2,107	1,632	22,977
Protege	3,047	2,478	4,601	3,447	4,736	5,183	5,134	3,788	3,288	3,712	4,411	3,579	47,404
626	3,610	2,806	4,095	1,691	1,163	917	1,230	1,545	881	759	764	767	20,228
MX-6	10	1	15	24	20	24	18	28	26	36	10	12	224
Miata	2,852	2,510	3,435	3,549	4,103	3,440	3,105	3,219	2,393	2,747	2,381	2,210	35,944
929	1,064	964	1,062	1,468	2,321	1,329	1,623	1,533	1,621	1,585	1,111	854	16,535
RX-7	661	668	800	1,022	1,460	789	929	889	841	789	485	410	9,743
MERCEDES BENZ	**4,654**	**5,811**	**6,891**	**6,674**	**6,585**	**6,692**	**5,284**	**6,400**	**6,737**	**6,795**	**6,694**	**9,158**	**78,375**
190	822	1,027	1,177	1,160	1,093	1,092	1,013	1,452	1,457	1,516	1,183	1,153	14,145
260E	54	124	412	173	157	202	151	404	154	425	423	517	3,196
300	1,652	2,008	2,089	2,315	2,189	2,305	1,772	1,548	2,216	1,847	1,978	2,521	24,440
300 SE	422	557	640	607	618	545	448	490	395	482	514	943	6,661
350SDL Turbo	0	0	0	0	0	168	191	210	161	168	183	330	1,411
350SD	0	0	0	0	0	0	0	20	64	91	128	240	543
300SEL	258	306	371	346	322	300	255	293	284	356	282	399	3,772
420SEL	407	539	649	593	605	569	515	477	426	456	515	964	6,715
560SEL	348	415	448	398	377	365	324	359	320	334	406	678	4,772
SL Coupe	458	612	894	865	780	778	379	836	937	864	881	1,146	9,430
560SEC	116	152	170	144	163	163	150	113	108	122	138	214	1,753
Tourist	117	71	41	73	215	175	86	198	215	134	63	53	1,441
MERCURY/MERKUR	**2,503**	**1,425**	**1,757**	**1,302**	**891**	**4,239**	**5,230**	**5,621**	**5,752**	**6,450**	**5,435**	**4,583**	**45,188**
Tracer	1,553	1,151	1,212	785	555	4,239	3,523	4,340	4,598	4,893	4,080	3,565	34,494
Capri	0	0	0	0	0	0	1,707	1,281	1,154	1,557	1,355	1,018	8,072
XR4Ti	198	0	0	0	0	0	0	0	0	0	0	0	198
Scorpio	752	274	545	517	336	0	0	0	0	0	0	0	2,424
MITSUBISHI	**15,700**	**8,656**	**8,868**	**9,428**	**9,817**	**13,371**	**4,859**	**4,884**	**5,706**	**6,799**	**5,281**	**6,261**	**99,630**
Starion	2	3	3	3	1	5	1	0	0	0	0	0	18
Cordia	0	0	0	0	0	0	0	0	0	0	0	0	0
Tredia	0	0	0	0	0	0	0	0	0	0	0	0	0
Mirage	10,656	5,034	4,464	5,012	4,230	6,140	1,416	1,215	3,074	3,674	2,009	2,755	49,679
Galant	3,901	2,976	3,673	3,662	4,865	5,650	2,923	2,935	2,005	2,367	2,344	2,690	40,991
Sigma	171	164	142	233	268	208	136	127	28	46	26	17	1,566
Precis	863	401	484	415	361	243	263	371	517	437	209	101	4,665
3000GT	0	0	0	0	0	0	14	1	10	197	648	672	1,542
Wagon	107	78	102	103	92	125	106	235	72	78	45	26	1,169
NISSAN	**26,560**	**24,936**	**32,610**	**25,434**	**30,175**	**27,637**	**26,884**	**28,878**	**27,579**	**22,103**	**21,098**	**18,212**	**312,406**
Sentra	7,120	7,402	7,688	4,541	4,967	4,401	3,426	2,927	2,108	1,362	1,566	1,971	49,479
Pulsar	744	770	725	501	382	233	153	202	88	21	13	7	3,839
Stanza	3,312	3,614	6,898	6,964	8,744	8,154	8,278	8,587	9,993	4,470	4,066	3,535	76,615
Maxima	9,270	7,591	11,246	7,392	8,556	8,049	7,962	8,626	7,858	7,988	8,693	7,834	100,067
240SX/200SX	4,032	3,380	4,434	3,908	5,088	4,949	5,226	6,466	5,570	5,772	4,622	3,016	56,463

*Estimate

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▶From Page 21i

North America, which on past occasions acknowledged that it is suffering from an awareness problem, embarked on a new campaign last month. "Impressions," a campaign for the Alfa Romeo 164, features six different print spreads created by American illustrators. Each spread contains an artist's visual impressions of the product as well as quotes from journalists which speak for the character of the car.

"By presenting impressions of the Alfa Romeo executed in the style of each illustrator, the advertising suggests the separation of Alfa Romeo from conventional automobiles," says Jack Frakes, executive vice president and executive creative director for Ross Roy Advertising in Southfield, Mich.

"It's not a car for everybody," he acknowledged. "We're appealing to people who put a lot of importance on individuality, heritage and some kind of soul in what they want in an automobile."

Mitsubishi Motor Sales of America, in its quest to join the first-string team of Japanese imports — Toyota, Honda, Nissan Motor Corp. in U.S.A. and Mazda Motors of America — is counting on its new luxury car, the 1992 Diamante, to create awareness for the entire Mitsubishi product line.

Daihatsu America, the newest Japanese manufacturer to enter the U.S. market, currently is running a print ad campaign it hopes will heighten its public awareness and dispel a consumer assumption that it is a Korean company.

One ad features a tiny building bearing the Daihatsu name being dwarfed by large skyscrapers with the names Gigantic Motors and Titan Auto.

The copy reads: "When you're not a well-known automotive company yet, you can't expect your humongous neighbors to throw you a block party."

Last fall, the Middle East crisis was brought to U.S. soil in the form of economic uncertainty, falling car sales and a threat of rising fuel prices. That caused some manufacturers — Chrysler Corp. and General Motors in particular — to incorporate fuel economy as a major selling point in their 1991 marketing strategies.

But many import manufacturers resisted. Luxury car manufacturers say they have no evidence that gasoline prices, recently hovering around the $1 mark, are causing customers to switch from one car segment to another.

Japanese carmakers, still perceived by consumers as building economical, fuel-efficient cars, say they can better utilize their advertising dollars by touting other product attributes.

Nissan, in one current ad, makes mention of "range per tank of gasoline," but doesn't include specific information about miles per gallon in its 1991 advertising because "there are so many other aspects of the car we want to promote," says a Nissan spokesman. "Fuel efficiency is something we've always been known for."

Daniel Petit, Peugeot Motors of America national marketing manager, says: "Our dealers don't think (fuel economy information) is a big selling point."

A multi-paragraphed, two-page spread for Hyundai Motor America's new 1991 Scoupe, heralds its "multi-port electronically fuel-injected overhead cam engine," contoured sport bucket seats and three-year/36,000 bumper-to-bumper limited warranty, but omits any mention of gas mileage.

"People already know that; we haven't had to add it," says a Hyundai spokeswoman.

Mercedes-Benz of North America Inc., which believes fuel economy is less important to its buyers than the level of safety and high technology it builds into cars, does not include fuel milage in its ads.

Something import manufacturers have copied from the domestics is dealer association advertising. Under the programs, dealers are assessed either a flat fee or a percentage of a vehicle's invoice. The manufacturer also contributes to the fund.

Created so dealers and manufactures share the cost and control of local advertising, associations are an important part of the import advertising and marketing mix.

Among the latest to create a dealer group is Lexus, the luxury division of Toyota. It launched its dealer advertising association a year ago. Under the program, the dealer ad group builds the creative elements of the campaign and the four regional groups plan the media schedules for their markets.

On the other hand, a few import manufacturers have gotten out of the dealer ad associations business.

Nearly a year ago, Suzuki of America Corp. scrapped its associations because it lacked dealer support.

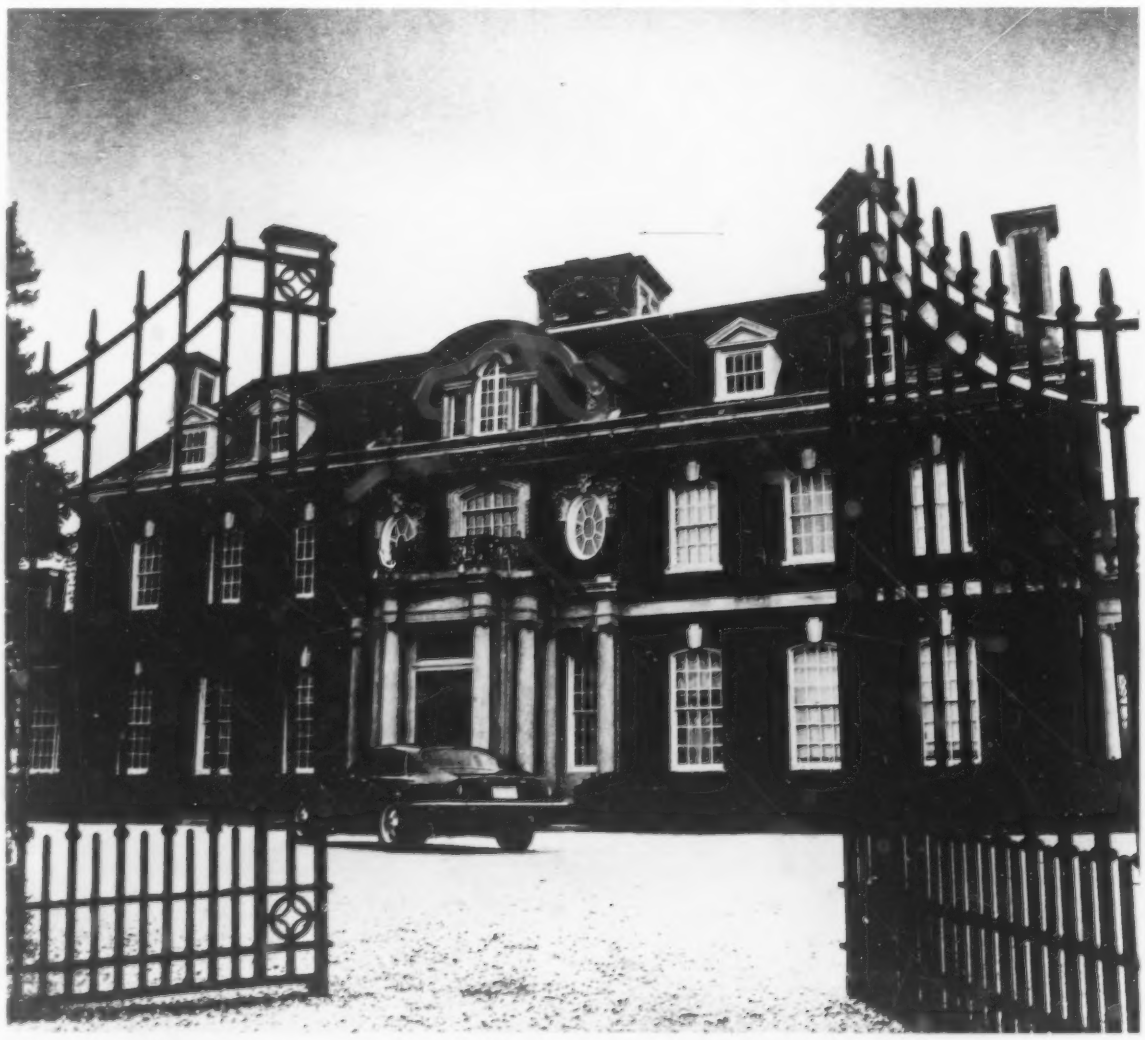
BMW of North America does not have dealer groups, although its dealers contribute to regional advertising.

Nissan disbanded its dealer groups more than two years ago, replacing them with regional advertising offices solely funded by Nissan. Each region will control its own budget and create its own advertising.

Last October, as an experiment, Nissan directed an estimated $100 million to the company's 11 regions.

The program will be reviewed at the end of this year. □

Arlena Sawyers is an Automotive News staff reporter.



Your Ad Here.

Pity the poor ad trying to reach the captains of industry and finance.

It takes a place last on line on some of the world's most overcrowded "To-do" lists. It often languishes unread on coffee tables. And gets no closer to its target than the reception area.

Unless the ad appears in Barron's, where it overcomes these obstacles by the simple act of bypassing them.

Barron's is read in that office away from the office called home. By chief officers of corporations who are all but impossible to reach in their weekday workplaces.

In fact, Barron's reaches a greater concentration of professionals/managers holding those titles than Business Week, Forbes, Fortune or any of the major newsweeklies. And we also reach them when they're best able to concentrate. On weekends.

Which means Barron's reaches your audience at the best time and the best place. And for the least money. With a lower cost per thousand than any of the competition.

So if you've ever stopped and wondered whether your advertising is actually reaching its intended target, that alone is reason to consider Barron's.

After all, how many other publications can promise an editorial environment as hospitable as the one pictured above?

HOW THE SMART MONEY GETS THAT WAY.

Sources: *Meet America's Smart Money*, 1988, Erdos and Morgan, Inc. *Survey of Adults and Markets of Affluence*, 1990, Mendelsohn Media Research, Inc. Costs per thousand are based on 7" x 10" black and white units for all publications. © 1990 Dow Jones & Company, Inc. All Rights Reserved.

IMPORT CAR SALES - 1990 CALENDAR YEAR — Continued

	January	February	March	April	May	June	July	August	September	October	November	December	1990 Total
NISSAN 300ZX	1,820	1,810	2,334	1,879	2,120	1,641	1,610	1,636	2,027	1,900	1,655	1,663	22,095
Hawaii	262	369	283	249	318	210	229	434	235	590	483	186	3,848
PEUGEOT	**336**	**312**	**481**	**449**	**443**	**355**	**337**	**359**	**267**	**312**	**295**	**346**	**4,292**
PONTIAC LeMans	**1,407**	**2,791**	**2,246**	**3,359**	**4,622**	**4,968**	**6,338**	**4,684**	**3,647**	**1,950**	**1,339**	**1,790**	**39,081**
PORSCHE	**696**	[illegible]	**941**	**1,012**	**913**	**844**	**750**	**660**	**559**	**605**	**634**	**801**	**9,139**
924S	0	63	42	27	0	0	0	0	2	2	4	0	140
944	42	0	0	0	10	11	140	3	0	0	0	0	206
944S	126	122	205	255	197	226	225	303	210	189	149	141	2,348
944 Turbo	65	96	132	60	43	33	21	11	2	4	4	0	471
911 Coupe/Carrera 2/4	124	246	351	453	400	382	273	201	226	256	301	437	3,650
911 Turbo	1	1	2	2	0	0	2	0	0	0	0	2	10
911 Cabriolet/Speedster	2[illegible]	132	152	149	201	146	182	104	82	118	130	154	1,805
928S	[illegible]	64	57	66	57	46	37	38	37	36	46	67	620
ROLLS/BENTLEY*	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**1,200**
SAAB	**1,967**	**2,088**	**2,277**	**2,186**	**1,932**	**2,799**	**3,632**	**2,386**	**1,401**	**1,967**	**1,615**	**2,147**	**26,397**
900	268	293	438	371	431	589	668	420	231	312	284	335	4,640
900S	266	267	535	462	578	823	1,158	584	272	392	349	362	6,048
900 Turbo	609	611	720	778	514	735	776	339	307	415	364	499	6,667
9000S	201	221	114	154	122	216	311	268	88	164	183	262	2,304
9000CD	324	378	292	283	191	292	232	192	291	387	283	506	3,651
9000 Turbo	289	312	168	127	73	126	458	565	201	289	145	182	2,935
Tourist	10	6	10	11	23	18	29	18	11	8	7	1	152
STERLING	**505**	**493**	**405**	**302**	**320**	**311**	**273**	**247**	**282**	**305**	**265**	**307**	**4,015**
SUBARU	**6,578**	**6,626**	**10,511**	**9,409**	**6,549**	**8,526**	**8,311**	**9,442**	**8,550**	**7,135**	**5,696**	**5,396**	**92,729**
Hatchback	30	28	35	24	13	18	11	7	8	0	0	0	174
3-Door	38	18	38	32	33	26	26	16	19	0	0	0	246
4-Door Sedan	85	57	47	47	39	39	22	40	16	0	0	0	392
Legacy	3,963	3,702	5,593	6,182	1,614	4,825	5,587	5,913	257	3,864	2,079	1,327	44,906
Loyale	1,206	1,431	1,929	1,388	4,164	2,851	1,623	1,960	6,865	2,046	2,614	3,032	31,109
XT/XT6	131	160	186	122	76	138	50	72	103	34	90	112	1,276
Station Wagon	20	12	25	34	52	13	26	60	21	0	0	0	263
Justy	1,105	1,218	2,658	1,580	556	616	966	1,374	1,261	1,191	913	925	14,363
SUZUKI	**615**	**515**	**475**	**448**	**515**	**589**	**533**	**668**	**835**	**622**	**431**	**279**	**6,525**
TOYOTA	**27,316**	**29,235**	**35,625**	**30,099**	**34,300**	**28,536**	**29,923**	**38,976**	**24,743**	**29,266**	**27,250**	**31,865**	**367,134**
Corolla	7,588	9,090	8,192	6,705	7,167	6,581	7,044	9,469	6,062	8,669	6,672	9,019	92,258
Tercel	7,225	8,033	10,315	8,213	9,040	6,095	6,798	9,642	4,452	4,534	7,638	8,823	90,808
Celica	6,081	6,408	8,019	7,315	8,066	7,058	6,438	7,356	5,623	5,886	5,216	5,055	78,521
Supra	966	544	624	584	634	558	464	467	416	427	380	355	6,419
Camry	4,688	4,154	6,284	4,727	6,485	5,487	6,506	9,100	5,668	7,167	5,154	6,588	72,008
Cressida	599	635	1,052	902	1,016	1,057	1,200	1,407	1,433	1,366	1,101	1,095	12,863
MR2	169	371	1,139	1,653	1,892	1,700	1,473	1,535	1,089	1,217	1,089	930	14,257
VOLKSWAGEN	**8,713**	**8,255**	**12,158**	**10,239**	**14,343**	**14,710**	**11,547**	**11,704**	**11,363**	**10,251**	**8,687**	**7,735**	**129,705**
Cabriolet	479	486	842	729	1,113	837	706	684	562	441	365	371	7,615
Corrado	294	349	494	390	562	493	585	582	519	475	473	459	5,675
Jetta	4,060	3,745	5,886	5,041	6,900	7,352	4,737	5,034	5,450	4,354	3,082	2,673	58,314
Golf/GTI	952	916	1,463	1,033	1,564	1,878	2,313	1,651	1,904	1,454	1,174	820	17,122
Passat	847	760	1,009	1,348	1,660	1,467	1,449	1,626	1,360	1,965	2,377	2,406	18,274
Quantum	9	4	2	3	4	1	2	3	2	1	8	7	46
Scirocco	0	0	0	0	0	0	0	0	0	0	0	19	19
Fox	2,072	1,995	2,462	1,695	2,540	2,682	1,755	2,124	1,566	1,561	1,208	980	22,640
VOLVO	**8,834**	**6,301**	**7,265**	**8,036**	**9,885**	**8,979**	**7,639**	**8,548**	**8,119**	**5,196**	**5,132**	**5,960**	**89,894**
240 series	4,043	2,141	2,545	2,777	3,251	3,145	2,796	2,948	2,896	1,527	1,825	2,516	32,410
740 series	3,998	3,409	3,887	4,447	5,663	4,904	3,790	3,678	3,853	2,918	2,793	2,730	46,070
760 series	720	662	621	684	751	644	803	1,721	1,210	550	136	125	8,627
940 series	0	0	0	0	0	0	0	0	0	62	320	530	912
780	54	71	74	72	86	62	77	122	112	124	29	38	921
Tourist	19	18	138	56	134	224	173	79	48	15	29	21	954
YUGO	**879**	**544**	**571**	**590**	**608**	**533**	**559**	**452**	**366**	**503**	**504**	**250**	**6,359**
IMPORT TOTAL	**197,709**	**185,249**	**226,846**	**205,777**	**230,273**	**228,113**	**212,401**	**221,543**	**189,519**	**195,336**	**180,318**	**179,915**	**2,452,999**

*Estimate

CANADIAN IMPORTED CAR SALES

	1990	1989	1988	1987
BMW	4,002	4,311	5,016	4,864
Chrysler	15,262	20,920	9,056	8,437
Ford	6,992	8,356	6,299	10,088
GM**	6,334	5,087	27,386	23,468
Honda	67,850	59,045	56,369	61,227
Hyundai	15,860	26,504	31,013	50,648
Jaguar	1,005	1,606	2,154	2,660
Lada	631	673	970	1,054
Mazda*	29,835	26,162	27,656	26,635
Mercedes-Benz	4,065	4,063	4,221	4,403
Nissan	24,474	28,145	29,812	36,416
Peugeot	114	223	78	-
Saab**	-	1,212	1,369	1,639
Skoda	-	344	378	625
Subaru	7,622	6,171	7,759	8,447
Suzuki	7,303	7,328	6,588	3,810
Toyota	63,385	65,954	70,400	68,753
Volkswagen	34,978	29,212	35,553	41,470
Volvo	2,456	3,253	3,491	5,208
TOTALS	**292,168**	**298,569**	**325,568**	**359,852**

*Includes N.A. built and imported car sales.
**GM's 1990 total includes Saab.

NORTH AMERICAN TRANSPLANT AND CAPTIVE IMPORT PRODUCTION 1990-1985

U.S. Car Production	1990	1989	1988	1987	1986	1985
Diamond-Star	148,379	90,741	0	0	0	0
Honda	433,317	362,274	366,355	324,064	238,159	145,337
Mazda	181,108	216,501	163,289	4,200	0	0
Nissan	97,568	115,584	109,897	117,334	65,147	43,810
NUMMI	204,513	192,471	128,430	187,378	205,854	64,601
Subaru-Isuzu	35,115	5,361	0	0	0	0
Toyota	217,463	151,088	18,527	0	0	0
Volkswagen	0	0	35,997	66,696	84,397	96,458
TOTAL U.S. CAR	**1,317,463**	**1,134,020**	**822,495**	**699,672**	**593,557**	**350,206**
Canadian Car Production						
CAMI	53,346	0	0	0	0	0
Honda	103,781	86,353	49,968	15,685	526	0
Hyundai	27,409	3,570	0	0	0	0
Toyota	61,112	19,948	0	0	0	0
Volvo	8,028	8,274	[illegible]	8,523	10,390	10,030
TOTAL CANADIAN CAR	**253,676**	**118,145**	[illegible]	**24,208**	**10,916**	**10,030**
U.S. Truck Production						
Nissan	139,404	123,057	95,919	102,718	108,116	107,442
Subaru-Isuzu	37,235	5,799	0	0	0	0
TOTAL U.S. TRUCK	**176,639**	**128,856**	**95,919**	**102,718**	**108,116**	**107,442**
Canadian Truck Production						
CAMI	17,392	0	0	0	0	0
TOTAL CANADIAN TRUCK	**17,392**	**0**	**0**	**0**	**0**	**0**
TOTAL CAR	**1,571,139**	**1,252,165**	**879,036**	**723,880**	**604,473**	**360,236**
TOTAL TRUCK	**194,031**	**128,856**	**95,919**	**102,718**	**108,116**	**107,442**
TOTAL CAR AND TRUCK	**1,765,170**	**1,381,021**	**974,955**	**826,598**	**712,589**	**467,678**

U.S. IMPORT SALES-12 YEARS

1990	2,452,999
1989	2,698,274
1988	3,068,738
1987	3,144,054
1986	3,248,579
1985	2,841,063
1984	2,441,713
1983	2,385,734
1982	2,221,517
1981	2,326,376
1980	2,396,934
1979	2,327,932

WHERE THE IMPORT MARKET WAS, 1990 CALENDAR YEAR

	1990 Sales
SUBCOMPACT	1,040,511
COMPACT	260,690
INTERMEDIATE	574,322
SPECIALTY	119,463
LUXURY	458,013
TOTAL	**2,452,999**

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motorsports thus far provides a glimpse of how other importers may strike out into the motorsports arena.

Mel Poole, a spokesman for Championship Auto Racing Teams (CART), the sanctioning body that governs the Indy car series, says: "It's becoming more and more important for Japanese manufacturers to do all the things that make them more a part of the American auto culture."

CART is considered the premier American racing venue, and the Indianapolis 500 is the biggest CART event. The Japanese have thus far stayed out of CART.

Poole says that while he has no assurance that any of the Japanese manufacturers are planning to field Indy teams any time soon, many have requested and received some key technological components needed to build an Indy-specified engine.

A motorsports program is an expensive proposition. Up front are the hard-to-quantify costs such as research, design and engineering. Add to that the costs of fielding a team and paying top-name drivers. Then come sponsorships, merchandising, promotions and advertising.

"Nissan races because it helps us merchandise our products," says Ronald Hannum, the company's general marketing manager. "But more importantly, it furthers Nissan's image as a manufacturer of performance products.

"Image-building activities like racing take a big chunk of money, and you can't always tell whether the activity results in more sales," he says.

Motorsports promotion falls under various departments from company to company. At Mazda, it's a function of marketing and advertising. At Nissan, Nissan Performance Technology Inc. operates with a budget all its own.

Motorsports enthusiasts think the best approach is the Nissan one, where motorsports does not have to compete with every other marketing and advertising program in the company.

"It's highly unusual to find an executive at the top level of an auto company who knows and understands motorsports," says a company insider who asked to remain anonymous.

"They're more likely to be golf or tennis fans, and favor those types of sports marketing campaigns over racing. At best, most of them are neutral about motorsports. It's really a better idea to spend money on racing than to piss it away on golf, but they don't see it that way."

Indeed, it is hard to tell how much of each manufacturer's sales growth comes from what it does in motorsports. It is even harder to determine whether more motorsports brings more prestige and sales to a company.

But it is clear that auto racing has become an important part of what the biggest Japanese importers are doing to turn up the heat in the U.S. marketplace. □

Kristine Stiven Breese is an Automotive News staff reporter based in Los Angeles.

▶ From Page 8i

including Camry models produced in Kentucky and Corollas built in California.

According to Arnot, for the first 10 months of 1990, Toyota had 45,000 Corollas, it's most popular fleet vehicle, and 34,000 Camrys in corporate and daily rental fleets.

"The commercial segment seems to hold more promise for Toyota — and it can be a lot bigger," he says. "What's taking some time is that many of these companies and their fleet managers have had relationships with the domestic manufacturers for a long time.

"In many cases, we already have a fleet administrator's personal business," says Arnot. "They own a Toyota for their personal use, but their company has a policy that doesn't let them buy imports. It's a challenge for us to change that."

Tracy Tausch, director of customer sales and marketing for LMV Leasing, says the company began listing Toyotas and Nissans in its vehicle recommendation lists three years ago.

Tausch conceded that the Big 3 can build vehicles to specification and deliver them in about eight to 10 weeks, while it takes about 14 weeks for import manufacturers. "But the import manufacturers are doing a much better job, and are heading in the right direction in the areas of distribution, quality and pricing," he says.

"Toyota and Nissan are working the hardest to mirror domestic manufacturers as far as product and timeliness are concerned," he says.

Subaru of America has about 8,000 vehicles in fleets, mostly daily rentals. Its most popular fleet vehicle is Legacy sedan.

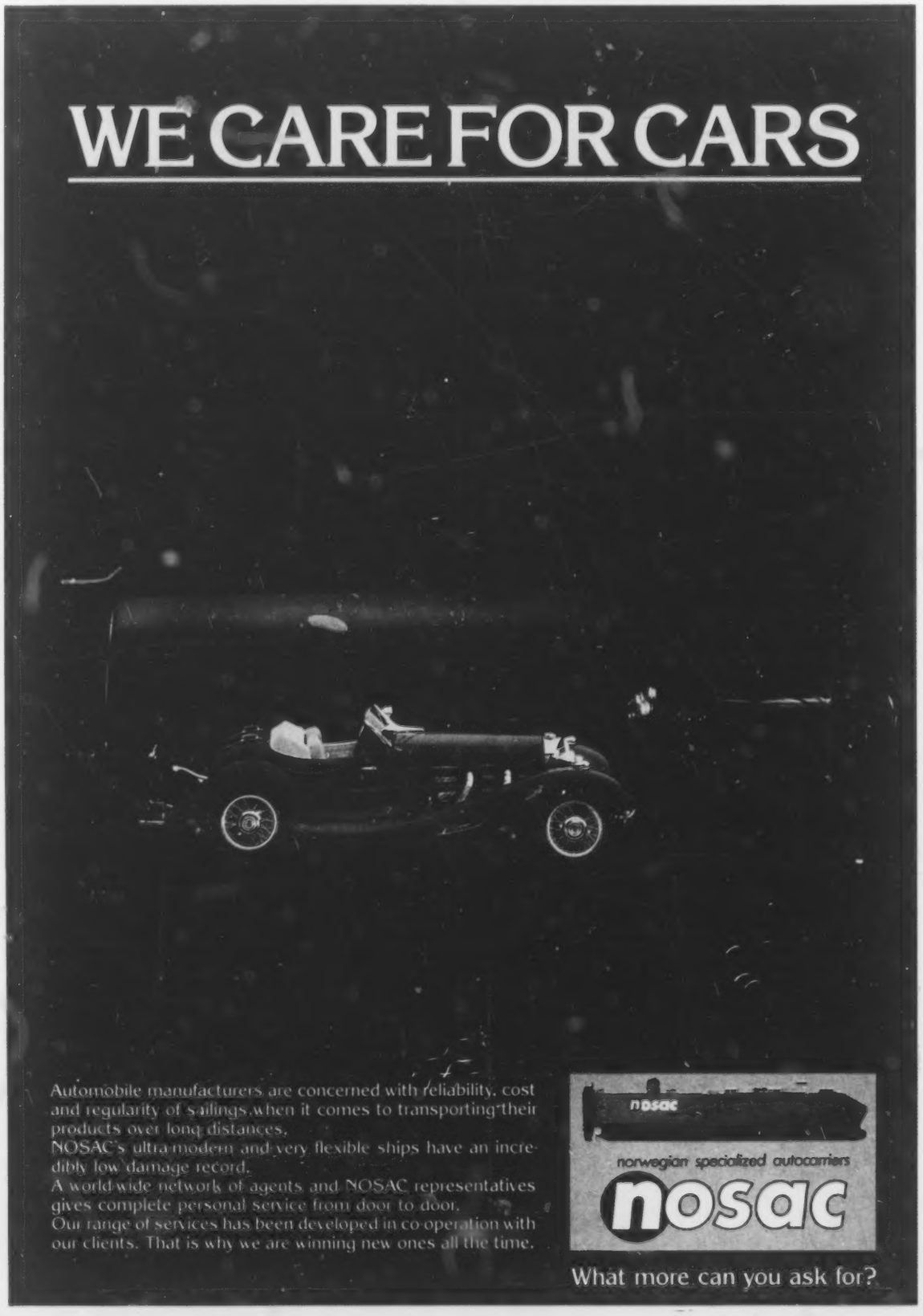
"It's tough for imports to penetrate the commercial accounts," says Charles Reed, national fleet sales manager. "Certain industries, like pharmaceutical companies, are very pro-domestic."

He noted that fleet administrators prefer mid-sized vehicles, while most Japanese makers sell compacts or subcompacts.

"The more progressive companies are looking at imports," he says. "If your vehicles are cost competitive and fit the bill, they will be considered."

Subaru is aggressively pursuing the fleet market, Reed says. "Fleet sales are 10 percent of the market, so it is hard to ignore." □

Charles M. Thomas is an Automotive News staff reporter.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Vehicle sales in Mexico surge 21 percent in 1990

By Stephen Downer
STAFF CORRESPONDENT

MEXICO CITY — Led by a huge jump in Volkswagen sales, Mexican car and truck sales jumped 21.31 percent last year.

Sales of Mexican-built vehicles by the country's five car and truck makers totaled 527,296 in 1990, compared with 434,669 the previous year, according to figures compiled by the Mexican Automotive Industry Association.

The rankings of the five companies were scrambled along the way. Volkswagen jumped from fourth place to first. Nissan slipped a notch after leading the industry for three years in a row. And Ford, which was hurt by a strike early in the year, dropped from third to fifth.

Still, Ford managed to increase sales during the year, as did every other maker except Chrysler.

For the second year in a row, Volkswagen took the domestic car sales crown. It captured 38.35 percent of the passenger car market, well ahead of Nissan's 22.88 percent. Ford and Chrysler had about 15 percent each and General Motors had 9 percent.

Volkswagen's surging Beetle led the charge. Sales more than doubled from 1989, to 84,245.

In addition to the 527,296 car and truck sales reported by the association, there were also 4,137 sales of heavy diesel trucks, 1,511 of buses and 5,376 of imported cars. The imports were brought into the country later in the year after the government lifted a ban.

Ford, which was short of product because of its strike, tallied 1,903 import sales, and its Town Car alone accounted for nearly one-fourth of imported car sales. Volkswagen had 1,129 import sales, followed by GM (1,102), Chrysler (675) and Nissan (557).

Ford was the largest exporter, according to the association, shipping 32 percent of the 276,859 vehicles exported. Of those, 249,921 were passenger cars and 26,938 were trucks.

Ford was followed by Chrysler (27.4 percent), Volkswagen (16.7 percent), GM (14.8 percent) and Nissan (9.1 percent).

According to the association, 238,271 of those vehicles went to dealers in the United States and 13,079 to Canada.

MEXICAN VEHICLE SALES

	Cars		Trucks		Total	
	1990	1989	1990	1989	1990	1989
Volkswagen	133,694	77,021	10,248	9,008	143,942	86,029
Nissan	79,745	69,855	32,314	25,766	112,059	95,621
General Motors	31,249	22,876	61,188	49,579	92,437	72,455
Chrysler	52,503	56,952	38,764	36,393	91,267	93,345
Ford	51,412	47,801	36,179	39,418	87,591	87,219
TOTAL	348,503	274,505	178,693	160,164	527,296	434,669

Nissan looks to U.S. sources for new engine

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

NASHVILLE, Tenn. — Nissan Motor Co.'s planned U.S. powertrain plant will deliver an "almost completely U.S.-made engine" when it debuts in 1996.

Although the engine is five years from production, the carmaker's U.S. manufacturing arm is already having preliminary discussions with engine-component makers in this country about supplying the engine.

Nissan announced in January that it will spend about $600 million to launch an engine plant in Decherd, Tenn., in 1996. But officials with Nissan Motor Manufacturing Corp. U.S.A. maintain that they have not yet decided what kind of engine it will be, whether it will be used for cars or trucks, or what the plant's production capacity will be.

Before the new engine is produced, Nissan's plant in Smyrna, Tenn., will begin building a replacement for the Stanza in addition to its current products, the Sentra and Hardbody pickup.

The company has had casual discussions with some of its existing suppliers about the engine project, said Stan Zdeb, director of engineering for powertrain and vehicle assembly with Nissan Motor Manufacturing in Smyrna.

Nissan assembles four-cylinder engines for the Sentra inside its Smyrna car and truck plant. Zdeb said that between 30 and 40 U.S. component suppliers have begun supplying that engine over the past year. Large components such as blocks, cylinder heads, crankshafts and camshafts come from Japan.

The Tennessee manufacturer also will assemble a 3.0-liter, six-cylinder engine to power a new minivan that Ford Motor Co. will build for both companies next year in Ohio.

Zdeb said that many of the local suppliers that have been selected for those projects will be likely candidates for the new engine.

"We'll be using the same suppliers in many cases," Zdeb said. "By the time we're up and running, it will be an almost completely U.S.-made engine."

Although the proposed Decherd plant will allow more localized parts into Nissan's engine assembly, several of the components will be produced in-house. It will contain an aluminum-casting foundry, which will enable it to cast and machine its own cylinder heads and blocks.

Plans additionally call for the plant to produce several other components, but company officials maintain that they have not determined what those will be.

"A lot of our existing suppliers are already asking us questions about the project," the executive said. "We'll show them the drawings and ask them for their ideas or any changes."

Zdeb said that most of the suppliers will be selected in 1993. Contracts for production processes will be signed in 1992.

"We'll be talking to a lot of suppliers between now and then," he said. "It's almost a simultaneous process. Working with suppliers on the design phase takes a long time. When we start finalizing the decisions in 1993, it will appear that we're making decisions right and left. But it will be the result of a lot of consideration that's already beginning."

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U.S. auto trade deficit increases 12.7% in Nov.

WASHINGTON — U.S. exports of autos and light trucks continued to lose ground to imports last November, according to the latest trade statistics from the U.S. International Trade Commission.

The U.S. automotive trade deficit swelled 12.7 percent in November, as the value of exports fell 14.2 percent and the value of imports increased 7.2 percent.

The big contributor to the import gain in November was Japan, which boosted its value of car shipments 21 percent to $2.0 billion. Other major contributors to the surge included Germany, with a 16.6 percent increase, and Mexico, with a 126 percent gain.

Other countries increasing their value of U.S.-bound car shipments for the month were Sweden, France and countries classed as "others" in the report.

Nations that decreased their value of car shipments to the United States in November were Canada, down 3.6 percent; South Korea, 10.8 percent; the United Kingdom, 24.0 percent; Italy, 30.6 percent; and Brazil, 99.9 percent.

The value of U.S. car exports declined across the board during the month. The value of shipments to Japan was down 6.2 percent, even though U.S. exports to Japan are up 78.2 percent for the 12-month period ending in November. Car exports to Canada were down 19.6 percent, and exports were down 14.2 percent to all other nations combined in the report.

The annualized automotive trade deficit stood at $42.2 billion in November, less than a 2 percent improvement over the preceding 12-month period. The U.S. trade deficit in cars and trucks accounted for about 43 percent of the nation's total trade imbalance during the 12 months ended in November.

U.S. AUTOMOTIVE TRADE

(x $1,000)

Passenger cars

Country	Trade	Nov. 1989	Nov. 1990	Annualized trade Dec. 1988-Nov. 1989	Annualized trade Dec. 1989-Nov. 1990
Japan	from U.S.	$ 42,833	$ 40,162	$ 321,475	$ 572,844
	to U.S.	1,660,566	2,008,870	20 320,706	19,368,879
Canada	from U.S.	494,511	397,375	[illegible] 590	6,176,547
	to U.S.	1,315,321	1,268,466	12,016,577	13,731,161
Germany	to U.S.	475 552	554,535	5,400,749	5,823,484
S. Korea	to U.S.	108,686	96,936	1,745,910	1,095,806
Sweden	to U.S.	126,978	134,251	1,661,435	1,574,783
Mexico	to U.S.	75,246	245,626	1,231,617	2,019,323
Yugoslavia	to U.S.	3	0	6,946	5,555
United Kingdom	to U.S.	122,262	92,397	945,584	866,275
Italy	to U.S.	24,467	16,970	264,272	282,303
France	to U.S.	29	273	65,761	21,840
Brazil	to U.S.	31,375	43	270,932	89,154
Others	from U.S.	278,809	239,214	2,321,545	2,650,931
	to U.S.	33,179	46,601	394,283	594,595
Car total	from U.S.	816,153	676,752	8,743,610	9,400,323
	to U.S.	3,973,665	4,464,968	45,124,775	45,473,157
CAR TRADE BALANCE		(3,157,512)	(3,788,216)	(36,381,165)	(36,072,834)
Truck total	from U.S.	138,049	142,364	1,881,849	1,596,438
	to U.S.	757,664	609,195	8,416,496	7,702,365
TRUCK TRADE BALANCE		(619,615)	(466,831)	(6,534,647)	(6,105,927)
Car and truck total	from U.S.	954,202	819,116	10,625,459	10,996,761
	to U.S.	4,731,329	5,074,163	53,541,271	53,175,522
VEHICLE TRADE BALANCE		(3,777,127)	(4,255,047)	(42,915,812)	(42,178,761)
TOTAL U.S.	from U.S.	30,617,800	33,616,700	361,752,300	391,836,500
Merchandise trade	to U.S.	40,530,500	43,318,800	475,011,500	493,579,600
TRADE BALANCE		(9,912,700)	(9,702,100)	(113,259,200)	(101,743,100)

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COMING EVENTS

General

March 10-14 — American Car Rental Association Convention, Walt Disney World Dolphin, Orlando, Fla., (202) 789-2240

March 18-19 — Doing Business in Eastern Europe, University of Wisconsin-Madison Department of Engineering Professional Development, University of Wisconsin-Madison, (800) 462-0876

March 19-21 — East/West Interfreight Conference & Exposition, Cargo Systems International and Hungarian Ministry of Transport's Institute for Transport Sciences, Vigado Concert Hall, Budapest, Hungary, 44 81 330 3911

March 20-22 — Managing International Joint Ventures, Michigan Business School, University of Michigan, Ann Arbor, Mich., (313) 763-1000

March 30-April 2 — North American Material Handling Show and Forum, Material Handling Industry of America, Cobo Center, Detroit, (800) 345-1815

April 3-5 — Interagency Motor Equipment Advisory Committee of the Southeast conference, General Services Administration, Hyatt Regency, Louisville, Ky., (404) 331-0918

April 8-11 — IPC '91 Programmable Controllers Conference and Exposition, Engineering Society of Detroit, Cobo Center, Detroit, (313) 665-0014

April 10-11 — Developing relationships with Japanese automobile manufacturers, U.S. Department of Commerce, Bismarck Hotel, Chicago, (202) 377-5479 or (202) 377-1418

April 10-12 — Intermodal Transportation conference, International Transportatin Association, Hyatt Regency Hotel, Baltimore, (301) 864-4163

April 14-17 — Raw Materials Seminar, Adhesive and Sealant Council Inc., Adams Mark Hotel, St. Louis, (202) 452-1500

April 19-20 — Auto Trim & Accessories Show, Taj Mahal, Atlantic City, N.J., (215) 644-6400

April 24-25 — Automotive Parts Manufacturers' Association conference, Convention Center, Hamilton, Ontario, (416) 366-9673

April 28-May 1 — National Association of Fleet Administrators Inc. conference, Atlanta Marriott Marquis, Atlanta, (908) 494-8100

May 6-9 — Premium Incentive Show, Javits Convention Center, New York, (516) 627-4000

May 14-16 — Contract Manufacturers Expo, Contract Manufacturers Association, Philadelphia Convention Center, Philadelphia, (313) 643-6807 or (800) 635-9885

May 14-18 — National Vehicle Leasing Association conference, San Francisco Marriot, San Francisco, (213) 838-3170

May 20-21 — Corporate Venturing Conference, Venture Economics Inc., Westin St. Francis Hotel, San Francisco, (617) 449-2100

May 22-26 — Autopromotec, Bologna Trade Fair Centre, Bologna, Italy

June 4-6 — Northeast Interagency Motor Equipment Advisory Committee Conference, Ramada Hotel, West Springfield, Mass., (212) 264-5772

June 4-6 — Inventory Management Exposition & Conference, Rosemont/O'Hare Exposition Center, Rosemont, Ill., (212) 557-6950

June 5-7 — Managing Transportation Carrier Quality Performance Seminar, University of Wisconsin-Madison/Extension Management Institute, Wisconsin Center, Madison, Wis., (800) 362-3020 ext. 2-8890 or (800) 262-6243 ext. 2-8890

June 11-13 — Superabrasives Conference & Exposition, Society of Manufacturing Engineers, O'Hare Exposition Center & Hyatt Regency O'Hare, Rosemont, Ill., (313) 271-0777

June 23-28 — Strategy: Formulation and Implementation seminar, The Michigan Business School, University of Michigan Executive Education Center, Ann Arbor, Mich., (313) 763-1000

Sept. 4-5 — Automotive Dealers Business Show, New Jersey Automobile Dealers Association, Meadowlands Convention Center, Secaucus, N.J., (212) 286-0333

Sept. 26-28 — National Auto Glass Conference, National Glass Association, Pointe Resort, Phoenix, (703) 442-4890

Oct. 16-18 — Access Expo, Washington Convention Center, Washington, (203) 775-0422

Oct. 21-14 — Materials Week, ASM International, Convention Center, Cincinnati, (216) 338-5151

Oct. 24-25 — TyreTech, *European Rubber Journal,* Berlin Congress Centre, Berlin, 44 939 250 383

Nov. 11-14 — Autofact, Society of Manufacturing Engineers, McCormick Place, Chicago, (313) 271-1500 ext.343

Nov. 13-15 — Access Expo, Expocon Management Associates Inc., Washington Convention Center, Washington, (203) 374-1411

Dealer conventions

March 13-17 — Iowa Automobile Dealers Association and Kansas Motor Car Dealers Association, Hyatt Regency, San Antonio, Texas, (515) 226-1900

March 14-19 — Missouri-Illinois Auto & Truck Dealer Convention, Desert Springs Marriott, Palm Desert, Calif., (314) 634-3011

April 3-7 — North Carolina Automobile Dealers Association, Southampton Princiss Hotel, Bermuda, (919) 828-4421

April 21-23 — Automobile Dealers Association of North Dakota, Holiday Inn, Fargo, N.D., (701) 293-6822

May 5-6 — Oregon Automobile Dealers Association, Red Lion Lloyd Center, Portland, Ore., (503) 233-5044

May 12-14 — American International Automobile Dealers Association, J.W. Marriott, Washington, (202) 659-2561

May 19-22 — Pennsylvania Automotive Association Convention and Exhibition, Hershey Lodge and Convention Center, Hershey, Pa., (717) 255-8311

May 23-26 — South Carolina Automobile & Truck Dealers Association, Hyatt Regency, Hilton Head, S.C., (803) 252-0205

June 8-13 Arkansas Automobile Dealers Association, Acapulco Princess Hotel, Acapulco, Mexico, (800) 727-1960

June 9-12 — Idaho Automobile Dealers Association, Sun Valley Resort, Sun Valley, Idaho, (208) 342-7779

Auto shows

March 7-17 — Geneva International Motor Show, Palexpo, Geneva, 022-798-11-11

March 11-17 — Quebec City Auto Show, Pepals of Laval University, Quebec City, Quebec, (418) 683-1991

March 13-17 — Atlanta International Auto Show, Georgia World Congress Center, Atlanta, (404) 432-1658

March 13-17 — Calgary International Auto & Truck Show, Round Up Centre-Stampede Park, Calgary, Alberta (403) 287-3893

March 13-17 — Dallas Auto Show, Dallas Convention Center, Dallas, (214) 637-0531

March 15-17 — Valley RV and Camping Show, Joyce ACC, University of Notre Dame, South Bend, Ind., (800) 837-7842

March 16-24 — Greater St. Paul & Minneapolis Auto Show, New Minneapolis Convention Center, Minneapolis, (612) 831-8019

March 20-24 — New Jersey International Auto Show, Raritan Center Exposition Hall, Edison, N.J., (609) 883-5056

March 20-24 — Inland Counties International Auto Show, National Orange Showgrounds, San Bernardino, Calif., (213) 301-9019

March 21-24 — Tulsa Auto Show, Tulsa State Fairgrounds, Tulsa, Okla., (918) 493-7272

March 22-24 — Northwod Institute's Auto Show, West Palm Beach Campus, West Palm Beach, Fla. (407) 478-5570

March 29-April 7 — Belgrade auto show, Belgrade, Yugoslavia

March 30-April 7 — New York International Auto Show, Jacob Javits Convention Center, New York, (718) 746-5300

April 3-7 — Arizona Auto Show, Phoenix Civic Center, (213) 444-5202

April 4-7 — Louisville New Car Show, Kentucky Fair and Exposition Center, Louisville, Ky., (502) 583-0279

April 10-13 — Auto Korjaamo, Helsinki Finland, (90) 6944-824

April 10-15 — Winnipeg International Car & Truck Show, Winnipeg Convention Center, Winnipeg, Manitoba, (204) 889-4924

April 13-21 — Stockholm auto show, Stockholm, Sweden

April 20-28 — Turin International Auto Show, Turin, Italy

April 24-28 — San Diego International Auto Show, San Diego Convention Center, San Diego, (619) 296-3175

May 3-12 — Oslo auto show, Oslo, Norway

May 4-12 — Barcelona auto show, Barcelona, Spain

DOMESTIC CARS, DAYS' SUPPLIES

	Mar. 1, 1991	Feb. 1, 1991	Mar. 1, 1990
Summit	226	283	—
Talon	125	132	32
Premier	224	222	190
Total Eagle	**154**	**164**	**81**
Horizon	100	118	74
Laser	186	218	68
Sundance	148	149	95
Reliant	—	—	63
Acclaim	59	60	47
Total Plymouth	**95**	**95**	**65**
LeBaron A	200	162	139
LeBaron J	79	134	123
LeBaron GTS	—	—	219
Fifth Avenue (rwd)	—	—	118
Fifth Avenue (fwd)	67	97	87
Imperial	109	79	86
New Yorker C	128	110	73
Total Chrysler	**98**	**125**	**101**
Omni	113	114	79
Shadow	112	121	69
Monaco	25	165	292
Daytona	245	295	110
Spirit	59	57	49
Dynasty	38	47	43
Total Dodge	**68**	**81**	**63**
CHRYSLER CORP.	**86**	**98**	**71**
Escort	59	90	85
Mustang	104	127	92
Tempo	50	67	53
Taurus	43	67	57
Thunderbird	75	133	78
Probe	96	230	114
Crown Victoria	137	84	65
Total Ford Div.	**63**	**91**	**66**
Topaz	68	83	74
Sable	45	78	58
Cougar	81	114	80
Grand Marquis	67	110	71
Total Mercury	**62**	**95**	**70**
Continental	37	59	32
Town Car	38	51	55
Mark VII	81	119	45
Total Lincoln	**40**	**57**	**46**
Total L-M Div.	**53**	**79**	**60**
FORD MOTOR CO.	**60**	**87**	**64**
Skyhawk	—	—	85
Roadmaster	67	—	—
Somerset/Skylark	28	57	33
Century	39	62	70
Regal	87	93	106
LeSabre	132	143	69
Reatta	240	72	101
Electra/Park Ave.	71	102	135
Riviera	97	146	98
Total Buick	**71**	**91**	**73**
Allante	230	217	108
Seville	121	39	50
DeVille	59	58	57
Brougham	109	114	82
Eldorado	131	136	84
Total Cadillac	**77**	**66**	**62**
Geo Prizm/Nova	80	91	78
Cavalier	60	68	57
Camaro	140	182	104
Celebrity	58	63	55
Corsica/Beretta	68	173	62
Lumina/Monte Carlo	79	92	77
Caprice	93	136	74
Corvette	91	118	87
Total Chevrolet	**70**	**89**	**68**
Calais	78	101	52
Cutlass Ciera	69	90	70
Cutlass Supreme	78	91	71
88	107	94	63
98	80	68	91
Toronado	90	155	106
Total Oldsmobile	**82**	**91**	**68**
Sunbird	74	94	50
Firebird	211	198	91
Grand Am	78	104	59
Pontiac 6000	61	121	61
Grand Prix	80	109	82
Bonneville H	109	107	79
Total Pontiac	**84**	**109**	**67**
Total Saturn	**71**	**60**	—
GENERAL MOTORS	**75**	**90**	**68**
HONDA	**85**	**88**	**39**
MAZDA	**45**	**94**	**76**
MITSUBISHI	**48**	**109**	**78**
NISSAN	**85**	**92**	**137**
TOYOTA	**47**	**55**	**32**
SUBARU	**191**	**187**	—
DOMESTIC TOTAL	**71**	**89**	**66**
Subcompact	**65**	**78**	**59**
Compact	**64**	**95**	**54**
Intermediate	**52**	**80**	**66**
Standard	**103**	**121**	**71**
Specialty	**114**	**119**	**93**
Luxury	**62**	**72**	—

Chrysler cuts dividend, will revise credit lines

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — In the next several weeks, Chrysler Corp. expects to finalize with its banks an agreement that reorganizes its lines of credit.

The move would help Chrysler withstand adverse market and economic conditions and help maintain the health of Chrysler Financial Corp., its financial subsidiary.

Meanwhile, as it copes with a weak market and recession, Chrysler's board of directors Thursday cut the quarterly common stock dividend in half — to 15 cents per share from 30 cents per share. The dividend is payable April 15. The dividend had been 30 cents per share since the first quarter of 1989.

"Reducing the dividend was the prudent and sensible thing to do in light of the dismal market conditions of the past few months," said Robert S. Miller Jr., Chrysler vice chairman. He added that the company hopes a resurgent economy will permit restoration of the 30-cent dividend "at some point in the future."

In February, General Motors cut its quarterly dividend to 40 cents per share from 75 cents per share.

Chrysler executives have met with a consortium of 38 banks led by Manufacturers Hanover Trust Co. to restructure the company's bank credit.

Chrysler now has a revolving line of credit of $2.64 billion on which it has never drawn. On Dec. 31, 1990, a total of 40 percent, or $1.06 billion, was available to Chrysler Financial.

Chrysler also had $3 billion in cash reserves at the end of 1990.

Under the new tentative agreement, the line of credit would be reduced to $1.7 billion, but the terms would be more flexible. About 40 percent of the sum is expected to be restricted for use by Chrysler Financial.

"You keep bank lines and pay a fee for what? For a rainy day," Chrysler Chairman Lee Iacocca said in February. "Well, it's raining. I mean hard. So you talk to the bankers."

The January downgrading of Chrysler's debt securities rating to "junk bond" status by Fitch Financial Wire and Standard & Poor's Corp. has affected the company's financial subsidiary adversely. Because Chrysler Financial's rating is linked to that of its corporate parent, the downgrading has restricted Chrysler Financial's access to commercial paper and has raised borrowing costs.

On Dec. 31, Chrysler Financial's commercial paper outstanding was only $1.1 billion, down from $10.1 billion a year earlier.

During 1990, Chrysler Financial also increased its sales of receivables, and in the second quarter it began drawing on its own bank credit lines. As of Dec. 31, 1990, Chrysler Financial had $6.2 billion of short-term bank borrowings outstanding. Chrysler Financial has its own lines of credit with 185 banks. The lines of credit total more than $13 billion and extend through the end of 1993.

Chrysler indicated in February that it was seeking a "minority partner with a triple-A rating" to take a minority stake in Chrysler Financial and boost the subsidiary's credit rating.

Chrysler Financial earned $313 million in 1990 and helped its parent stay in the black and report net earnings of $68 million.

Consumer Reports still a foe of A-604

Chrysler Corp. executives held a three-hour meeting last week with representatives of *Consumer Reports*, but there were no indications that the magazine would retreat from its position that buyers avoid models equipped with Chrysler's A-604 automatic transmission.

"We stand completely by everything we said in the magazine," said David Berliner, assistant director of Consumers Union, publisher of *Consumer Reports*.

Chrysler President Robert Lutz led the team of marketing and engineering representatives who were expected to tell the magazine that transmission reliability problems cited by the publication have been corrected.

The 1.4 million vehicles equipped with the 2½-year-old transmission include most Chrysler minivans.

Mazda workers voting on pact that mirrors Big 3 deal

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Hourly workers at the Mazda Motor Manufacturing (USA) Corp. assembly plant near Detroit will vote today on a tentative three-year contract agreed to by the company and the UAW March 4.

A union official, who did not want to be identified, said highlights of the new contract include:

- Wage parity with hourly workers at General Motors, Ford Motor Co. and Chrysler Corp. Wages will rise from $13.61 to $16.50 an hour.
- Creation of a Jobs Bank program, similar to Big 3 programs that assure workers of full pay in the event of layoffs.
- Improved sickness and accident benefits.
- Four additional paid days off.
- The same pension benefits as Big 3 workers.

The Jobs Bank program is important because company officials have said that some hourly jobs will not be needed when the plant begins producing the reskinned Mazda 626 sedans and Mazda MX-6 coupes for the 1992 model year. The Ford Probe also is built at the Flat Rock, Mich., plant.

An automotive consultant told *Automotive News* that up to 350 of the 2,900 hourly jobs may be cut during the new model changeover.

Workers in a Jobs Bank perform non-traditional assembly plant work, such as aiding community organizations or attend classes, and are paid their full wages.

A company official also acknowledged that Mazda Motor Manufacturing may trim its supplier base to provide work in-house for employees whose jobs may be eliminated.

Mazda is the only wholly owned Japanese assembly plant in the United States that is represented by the UAW. Analysts believe non-union transplant factories will sweeten their salary and benefits in an effort to keep the union out.

"I would think the other transplants would likely match the financial package in the not too distant future," said Harley Shaiken, a labor professor at the University of California at San Diego who watches the auto industry.

Added Dale Brickner of the Michigan State University School of Labor and Industrial Relations: "The (Japanese) companies will try to match the wage and benefits package if they are serious about keeping the UAW out."

In addition to Mazda's plant in Flat Rock, there are five other Japanese-owned assembly plants in the United States.

Nissan Motor Manufacturing Corp. U.S.A. has a plant in Smyrna, Tenn.; Honda of American Manufacturing Inc. has factories in Marysville and East Liberty, Ohio; Toyota Motor Manufacturing U.S.A. Inc. has a plant in Georgetown, Ky.; and Subaru-Isuzu Automotive Inc. operates a factory in Lafayette, Ind.

The Associated Press contributed to this report.

IMPORTED VEHICLES, DAYS' SUPPLIES

	Mar. 1, 1991	Feb. 1, 1991	Mar. 1, 1990
Car			
Chevrolet	235	213	98
Chrysler Motors	255	227	93
Dodge	75	85	-
Acura	79	82	65
Daihatsu	53	52	65
Honda	90	80	50
Infiniti	70	86	61
Isuzu	545	897	188
Lexus	24	32	24
Mazda	73	62	65
Mitsubishi	68	152	80
Nissan	162	190	104
Subaru	75	98	128
Suzuki**	153	137	251
Toyota	47	54	44
JAPAN	**95**	**102**	**78**
Audi	254	285	185
BMW	84	85	64
Mercedes-Benz	59	70	33
Mercury	87	151	62
Porsche	161	234	87
Volkswagen	179	224	140
GERMANY	**120**	**160**	**94**
Alfa Romeo	178	195	97
Ford	196	192	106
Hyundai	85	83	61
Jaguar	132	150	50
Peugeot	71	68	89
Pontiac	94	67	88
Eagle/Chrysler	256	358	117
Saab	58	60	61
Sterling	58	58	68
Volvo	120	145	92
Yugo	94	69	116
Other Countries	**107**	**113**	**79**
Total Import Cars	**101**	**111**	**80**
Truck			
Daihatsu	64	60	39
Geo Tracker	172	119	145
Isuzu*	184	225	106
Mazda*	97	100	71
Mitsubishi	58	70	109
Nissan*	115	80	54
Range Rover	80	67	57
Suzuki**	109	124	157
Toyota	42	47	38
Dodge	162	153	129
Total Imp. Trucks	**93**	**91**	**74**
Total Imp. Vehicles	**99**	**106**	**79**

*Includes domestic vehicles.
**Estimated

Bryan launches effort to speed air bag installations

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The industry's progress in installing air bags hasn't satisfied four senators who have introduced a bill that would mandate the devices on all cars in the 1996 model year and on light trucks in 1997.

The bill was co-sponsored by Sen. Richard Bryan, the Nevada Democrat who is pushing the industry to adopt higher corporate average fuel economy standards. Automakers, who strongly oppose his CAFE stance, called Bryan's air-bag bill a dangerous precedent and said it would strip them of their flexibility in meeting safety rules.

Big 3 speed up truck plans, Page 29

Jerry Curry, administrator of the National Highway Traffic Safety Administration, acknowledged that the bill could help put more air bags in use but called it "regulation for regulation's sake."

The current law, which took full effect in the 1990 model year, requires only that cars have front-seat passive restraints — usually air bags or automatic seat belts. Under a special provision, cars can carry a driver-side air bag as their only passive restraint if they add a passenger-side air bag for the 1994 model year.

Bryan's bill would require driver- and passenger-side air bags for cars in model year 1996. Light trucks would have to have driver-side bags in 1997 and passenger-side bags a year later.

Passive restraints aren't currently required in light trucks, but NHTSA is expected to change that later this month. The anticipated rule would require them in 20 percent of light trucks in the 1994 model year, 100 percent in 1996.

Manufacturers aren't expected to have problems meeting the Bryan bill for its cars. Most automakers have plans to put air bags on a substantial percentage of their car fleets by the mid-1990s.

But Chrysler Corp., the industry leader in air-bag installation, said: "We do not favor legislative mandates for specific designs or mandates like air bags."

Toni Harrington, a lobbyist for Honda North America Inc., said the bill would legislate a "design standard." She called that a dangerous departure from current practice, where automakers are told what measurable crash-protection standards they must meet and are given the option of how to comply. "Now they want to tell us what we have to do," she said.

Curry said 90 percent of all cars on the road in 1994 will have air bags. "We can get the other 10 percent in the next year."

The bill was co-sponsored by Sen. John Danforth, R-Mo., who has backed unsuccessful auto safety bills before. The other sponsors are Slade Gorton, R-Wash., who is also a sponsor of Bryan's CAFE bill; and Brock Adams, D-Wash., a former U.S. transportation secretary.

SALES

FROM PAGE 1

lowest April-June quarter in 33 years.

The Persian Gulf war ended the day before the month ended, leaving little chance for any postwar euphoria to show up in February sales results. Still, the February decline in car and truck sales — 13.7 percent to 913,059 cars and light trucks — looked better than January's miserable performance, when sales fell 27.7 percent from 1990 levels.

And on a daily selling-rate basis, the industry showed steady improvement as the month progressed. In February's final selling period, sales were down 7.6 percent from a year ago, to 369,225. That compares with a 15 percent decline in the middle 10-day period and a 22 percent fall that opened the month.

By March 1, the total stock of unsold cars declined slightly to fewer than 2 million units, the equivalent of a 77-day supply. That compares with 95 days on Feb. 1.

But the supply was higher than the 70-day level of March 1 last year and the seven-year average of 61 days for the date.

During February, domestic car stocks declined to a 69-day supply from an 89-day supply on Feb. 1. Although there were more unsold import cars in stock, February's selling-rate improvement reduced the inventory from 111 days at the beginning of the month to 101 days on March 1. The monthly sales decline affected cars and trucks almost equally.

February car sales were down 13.7 percent to 621,853; light-truck sales fell 13.9 percent to 291,206.

Big 3 sales dropped 14.8 percent to 656,132 cars and light trucks.

Japanese companies suffered less, posting a 9.2 percent decline in total car and truck sales, to 222,073. Their comparatively better performance came despite predictions that consumers might avoid Japanese nameplates in reaction to Japan's restrained support for the allied cause in the Persian Gulf war.

Among the Big 3, General Motors recorded the biggest decline and Chrysler Corp. the smallest. GM sales fell 18.4 percent to 315,333 cars and trucks. GM's Saturn division sold 2,056 cars.

Ford Motor Co. sales were down 13.3 percent to 224,487 cars and trucks. Ford Division cars posted an 8 percent increase in the final selling period. Escort, Tempo, Taurus, Thunderbird and Probe sales all improved their year-ago totals in the final stretch of the month. Both periods had seven selling days.

Chrysler's sales were down 8.6 percent to 116,312 cars and trucks.

Light truck sales had been a particular worry for Chrysler. Consumer Reports told buyers in January to avoid Chrysler products with the A-604 automatic transmission, but Chrysler minivan sales increased in February from last year.

Chrysler immediately began an aggressive public relations campaign to counter the *Consumer Reports* article. Chrysler also has a $1,000 rebate on its minivans and has been heavily advertising their safety features, including driver's-side air bags. Last month, sales of Chrysler's minivans topped the anemic year-ago month by more than 40 percent for each model.

Sales for the leading Japanese companies fell below the monthly average decline. American Honda Motor Co. was down 21.3 percent to 48,060; Nissan Motor Corp. in U.S.A., down 25.6 percent to 25,568; and Toyota Motor Sales U.S.A. Inc., down 15.9 percent to 50,202.

European imports continued to suffer after pulling buyers ahead into December so they could avoid the new luxury tax that took effect Jan. 1. Jaguar Cars Inc. had a particularly dismal month, despite the fact that from Feb. 1 to April 15, Jaguar is rebating up to $3,360 in luxury taxes on its XJ-s coupes and convertibles. February Jaguar sales were down 61.5 percent to 568.

Mercedes-Benz of North America Inc. was down 31.5 percent to 3,981. Rival BMW of North America Inc. fell 18.2 percent to 3,365, but that was an improvement over January, when BMW sales fell 48.2 percent. Sales for Volvo Cars of North America, which has few models over $30,000, were down 9.1 percent to 5,725.

LIGHT-TRUCK MARKET SHARES

(Domestic and import)

	February Sales	Pct. of Total
C pickup	71,446	24.54
FS pickup	73,100	25.10
Minivan	63,392	21.77
FS van	22,754	7.81
C sport-utility	51,929	17.83
FS sport-utility	8,585	2.95
TOTAL	**291,206**	**100.00**

C = Compact, FS = Full-sized

DOMESTIC CAR MARKET SHARES

	February Sales	Pct. of Total
Subcompact	81,745	17.30
Compact	117,906	24.95
Intermediate	179,711	38.04
Standard	44,860	9.49
Specialty	1,563	0.33
Luxury	46,739	9.89
TOTAL	**472,524**	**100.00**

IMPORTED CAR SALES, FEBRUARY & YTD

	Feb 1991	Feb 1990	2 Mos. 1991	2 Mos. 1990
Acura	9,621	10,019	18,762	20,106
Alfa Romeo	268	202	520	311
Aston Martin*	5	5	10	10
Audi	874	1,411	1,717	2,694
BMW	3,365	4,113	5,913	9,032
Chevrolet/Geo	5,094	13,142	10,617	27,743
Chrysler	86	421	159	1,365
Daihatsu	425	1,027	873	2,429
Dodge	2,461	1,710	5,144	3,427
Eagle	485	1,423	1,088	2,622
Ferrari*	80	80	160	160
Ford	2,520	4,912	5,136	10,897
Honda	12,680	17,923	26,487	33,794
Hyundai	8,811	10,549	16,320	22,432
Infiniti	1,905	1,075	3,767	2,146
Isuzu	669	226	1,124	434
Jaguar	568	1,475	1,079	2,998
Lamborghini*	13	13	26	26
Lexus	4,299	4,171	7,427	8,306
Lotus*	27	27	54	54
Maserati*	20	20	40	40
Mazda	8,769	13,458	19,192	26,982
Mercedes-Benz	3,981	5,811	7,359	10,465
Mercury	6,496	1,425	10,951	3,928
Mitsubishi	9,758	8,656	14,707	24,356
Nissan	15,380	25,646	30,625	52,206
Peugeot	317	312	662	648
Plymouth	859	1,765	1,904	3,505
Pontiac	2,024	2,731	4,313	4,138
Porsche	322	725	564	1,420
Rolls/Bentley*	100	100	200	200
Saab	1,810	2,088	2,835	4,055
Sterling	211	493	416	998
Subaru	5,226	6,626	9,508	13,154
Suzuki	329	515	720	1,130
Toyota	25,968	29,235	51,225	56,551
Volkswagen	7,533	8,255	13,943	16,123
Volvo	5,725	6,301	10,981	15,135
Yugo	245	544	615	1,423
TOTAL	**149,329**	**188,630**	**287,143**	**387,443**

*Estimate

U.S. CAR SALES BY MARKETING UNITS

(Domestic totals include captive imports. Import totals include transplants and all corporate divisions.)

	Feb 1991	Feb 1990	Percent Share
Alfa Romeo	268	202	0.0
Aston Martin*	5	5	0.0
Am. Honda	48,060	61,050	7.7
BMW	3,365	4,113	0.5
Buick	43,397	41,171	7.0
Cadillac	15,443	20,761	2.5
Chevrolet	87,134	107,829	14.0
Chrysler	10,703	11,594	1.7
Daihatsu	425	1,027	0.1
Dodge	28,878	28,622	4.6
Eagle	3,467	4,807	0.6
Ferrari*	80	80	0.0
Ford	92,477	107,272	14.9
Hyundai	8,811	10,549	1.4
Isuzu	669	226	0.1
Jaguar	568	1,475	0.1
Lamborghini*	13	13	0.0
Lincoln	16,265	20,327	2.6
Lotus*	27	27	0.0
Maserati*	20	20	0.0
Mazda	20,426	17,791	3.3
Mercedes	3,981	5,811	0.6
Mercury	29,343	27,957	4.7
Mitsubishi	19,062	10,983	3.1
Nissan Motor	25,568	34,363	4.1
Oldsmobile	31,063	45,821	5.0
Peugeot	317	312	0.1
Plymouth	15,213	21,821	2.4
Pontiac	39,311	47,262	6.3
Porsche	322	725	0.1
Rolls/Bentley*	100	100	0.0
Saab	1,810	2,088	0.3
Saturn	2,056	0	0.3
Sterling	211	493	0.0
Subaru	8,054	6,692	1.3
Suzuki	362	515	0.1
Toyota Motor	50,202	59,720	8.1
Volvo	5,725	6,301	0.9
VWoA	8,407	9,666	1.4
Yugo	245	544	0.0
TOTAL	**621,853**	**720,155**	**100.0**
GM	**218,404**	**262,864**	**34.8**
FORD	**138,085**	**155,556**	**22.2**
CHRYSLER	**58,261**	**66,844**	**9.4**
JAPANESE	**172,828**	**192,367**	**27.8**
EUROPEAN	**25,464**	**31,975**	**4.1**
KOREAN	**8,811**	**10,549**	**1.4**

*Estimate

U.S. CAR AND LIGHT-TRUCK SALES, 2 MONTHS — 1991 vs. 1990 (ranked by car and light-truck total sales)

Make	Car Sales 1991	Car Sales 1990	1991 Share	1990 Share	Truck Sales 1991	Truck Sales 1990	1991 Share	1990 Share	Car & Truck Totals 1991	Car & Truck Totals 1990	% Share of Total Car & Truck Market 1991	% Share of Total Car & Truck Market 1990	Changes Share (Points)	Changes Sales (Percent)
Ford	169,164	221,206	14.4	15.1	162,935	214,391	29.0	29.2	332,099	435,597	19.1	19.8	-0.7	-23.8
Chevrolet	169,420	220,143	14.4	15.0	144,774	195,075	25.8	26.6	314,194	415,218	18.1	18.9	-0.8	-24.3
Toyota	88,159	105,740	7.5	7.2	36,855	36,710	6.6	5.0	125,014	142,014	7.2	6.5	0.7	-12.2
Dodge	59,894	58,529	5.1	4.0	64,341	92,458	11.5	12.6	124,235	150,987	7.2	6.9	0.3	-17.7
Buick	81,867	85,236	7.0	5.8	—	—	—	—	81,867	85,236	4.7	3.9	0.8	- 4.0
Honda	74,673	99,143	6.3	6.8	—	—	—	—	74,673	99,143	4.3	4.5	-0.2	-24.7
Pontiac	71,810	95,544	6.1	6.5	2,826	3,732	0.5	0.5	74,636	99,276	4.3	4.5	-0.2	-24.8
Nissan	46,506	65,046	4.0	4.4	22,944	23,492	4.1	3.2	69,450	88,538	4.0	4.0	0.2	-21.6
Oldsmobile	59,797	84,701	5.1	5.8	3,311	2,978	0.6	0.4	63,108	87,679	3.6	4.0	-0.4	-28.0
Plymouth	33,019	44,357	2.8	3.0	23,700	38,564	4.2	5.2	56,719	82,921	3.3	3.8	-0.5	-31.6
Mercury	52,266	61,982	4.4	4.2	—	—	—	—	52,266	61,982	3.0	2.8	0.2	-15.7
Mazda	36,330	35,711	3.1	2.4	15,642	16,513	2.8	2.2	51,972	52,224	3.0	2.4	0.6	- 0.5
GMC	—	—	0.0	0.0	36,440	49,529	6.5	6.7	36,440	49,529	2.1	2.3	-0.2	-26.4
Mitsubishi	28,497	32,829	2.4	2.2	6,479	7,391	1.2	1.0	34,976	40,220	2.0	1.8	0.2	-13.0
Cadillac	33,957	41,731	2.9	2.9	—	—	—	—	33,957	41,731	2.0	1.9	0.1	-18.6
Lincoln	28,820	38,132	2.5	2.6	—	—	—	—	28,820	38,132	1.7	1.7	-0.1	-24.4
Jeep	—	—	0.0	0.0	23,462	33,673	4.2	4.6	23,462	33,673	1.4	1.5	-0.2	-30.3
Chrysler	20,300	27,383	1.7	1.9	511	656	0.1	0.1	20,811	28,039	1.2	1.3	-0.1	-25.8
Acura	18,762	20,106	1.6	1.4	—	—	—	—	18,762	20,106	1.1	0.9	0.2	- 6.7
Hyundai	16,320	22,432	1.4	1.5	—	—	—	—	16,320	22,432	0.9	1.0	-0.1	-27.2
Subaru	15,118	13,270	1.3	0.9	—	—	—	—	15,118	13,270	0.9	0.6	0.3	13.9
Volkswagen	13,943	16,123	1.2	1.1	699	842	0.1	0.1	14,642	16,965	0.8	0.8	0.1	-13.7
Isuzu	1,124	434	0.1	0.0	12,606	14,650	2.2	2.0	13,730	15,084	0.8	0.7	0.1	- 9.0
Volvo	10,981	15,135	0.9	1.0	—	—	—	—	10,981	15,135	0.6	0.7	-0.1	-27.4
Lexus	7,427	8,306	0.6	0.6	—	—	—	—	7,427	8,306	0.4	0.4	0.0	-10.6
Mercedes-Benz	7,359	10,465	0.6	0.7	—	—	—	—	7,359	10,465	0.4	0.5	-0.1	-29.7
Eagle	7,018	10,165	0.6	0.7	—	—	—	—	7,018	10,165	0.4	0.5	-0.1	-31.0
BMW	5,913	9,032	0.5	0.6	—	—	—	—	5,913	9,032	0.3	0.4	-0.1	-34.5
Infiniti	3,767	2,146	0.3	0.1	—	—	—	—	3,767	2,146	0.2	0.1	0.1	75.5
Saturn	3,576	—	0.3	0.0	—	—	—	—	3,576	—	0.2	0.0	0.2	—
Suzuki	754	1,130	0.1	0.1	2,504	2,644	0.4	0.4	3,258	3,774	0.2	0.2	0.0	-13.7
Saab	2,835	4,055	0.2	0.3	—	—	—	—	2,835	4,055	0.2	0.2	0.0	-30.1
Audi	1,717	2,694	0.1	0.2	—	—	—	—	1,717	2,694	0.1	0.1	0.0	-36.3
Daihatsu	873	2,429	0.1	0.2	524	541	0.1	0.1	1,397	2,970	0.1	0.1	-0.1	-53.0
Jaguar	1,079	2,998	0.1	0.2	—	—	—	—	1,079	2,998	0.1	0.1	-0.1	-64.0
Peugeot	662	648	0.1	0.0	—	—	—	—	662	648	0.0	0.0	0.0	2.2
Yugo	615	1,423	0.1	0.1	—	—	—	—	615	1,423	0.0	0.1	0.0	-56.8
Porsche	564	1,420	0.0	0.1	—	—	—	—	564	1,420	0.0	0.1	0.0	-60.3
Alfa Romeo	520	311	0.0	0.0	—	—	—	—	520	311	0.0	0.0	0.0	67.2
Sterling	416	998	0.0	0.1	—	—	—	—	416	998	0.0	0.0	0.0	-58.3
Range Rover	—	—	0.0	0.0	412	735	0.1	0.1	412	735	0.0	0.0	0.0	-43.9
Rolls-Bentley*	200	200	0.0	0.0	—	—	—	—	200	200	0.0	0.0	0.0	0.0
Ferrari*	160	160	0.0	0.0	—	—	—	—	160	160	0.0	0.0	0.0	0.0
Lotus*	54	54	0.0	0.0	—	—	—	—	54	54	0.0	0.0	0.0	0.0
Maserati*	40	40	0.0	0.0	—	—	—	—	40	40	0.0	0.0	0.0	0.0
Lamborghini*	26	26	0.0	0.0	—	—	—	—	26	26	0.0	0.0	0.0	0.0
Aston Martin*	10	10	0.0	0.0	—	—	—	—	10	10	0.0	0.0	0.0	0.0
TOTAL	**1,176,312**	**1,463,623**	**100.0**	**100.0**	**560,965**	**734,574**	**100.0**	**100.0**	**1,737,277**	**2,198,197**	**100.0**	**100.0**	**0.0**	**-21.0**
TOTAL BIG 3	**790,908**	**989,109**	**67.2**	**67.2**	**462,300**	**631,056**	**82.4**	**85.9**	**1,253,208**	**1,620,165**	**72.1**	**73.7**	**-1.6**	**-22.6**
TOTAL JAPAN	**321,990**	**386,290**	**27.4**	**26.4**	**97,554**	**101,941**	**17.4**	**13.9**	**419,544**	**488,231**	**24.1**	**22.2**	**1.9**	**-14.1**
TOTAL EUROPE	**47,094**	**65,792**	**4.0**	**4.5**	**1,111**	**1,577**	**0.2**	**0.2**	**48,205**	**67,369**	**2.8**	**3.1**	**-0.3**	**-28.4**
GM	420,427	527,355	35.7	36.0	187,351	251,314	33.4	34.2	607,778	778,669	35.0	35.4	-0.4	-21.9
Ford	250,250	321,320	21.3	22.0	162,935	214,391	29.0	29.2	413,185	535,711	23.8	24.4	-0.6	-22.9
Chrysler	120,231	140,434	10.2	9.6	112,014	165,351	20.0	22.5	232,245	305,785	13.4	13.9	-0.5	-24.0
Toyota/Lexus	95,586	114,046	8.1	7.8	36,855	36,710	6.6	5.0	132,441	150,756	7.6	6.9	0.8	-12.1
Honda/Acura	93,435	119,249	7.9	8.1	0	0	0.0	0.0	93,435	119,249	5.4	5.4	0.0	-21.6
Nissan/Infiniti	50,273	67,192	4.3	4.6	22,944	23,492	4.1	3.2	73,217	90,684	4.2	4.1	0.1	-19.3
Geo	36,939	46,556	3.1	3.2	3,896	4,782	0.0	0.0	36,939	46,556	2.1	2.1	0.0	-20.7
VW/Audi	15,660	18,817	1.3	1.3	699	842	0.1	0.1	16,359	19,659	0.9	0.9	0.0	-16.8

*Estimate

DOMESTIC CAR SALES, FEBRUARY & YTD

	Feb. 21. to Feb. 28. 1991	Same Period 1990	Feb 1991	Same Month 1990	Jan. 1 to Feb. 28. 1991	Same Period 1990
Summit	138*	0	439	0	825	0
Talon	636*	978	2,129	2,341	4,289	4,801
Premier	119*	423	414	1,043	816	2,742
Total Eagle	**893***	**1,401**	**2,982**	**3,384**	**5,930**	**7,543**
Horizon	20*	952	80	2,586	171	4,493
Laser	499*	2,156	1,861	4,997	3,660	9,187
Sundance	1,704*	1,308	3,115	3,546	6,455	8,701
Reliant	0	155	0	471	0	1,140
Acclaim	2,773*	3,288	9,298	8,456	20,529	17,331
Total Plymouth	**4,996***	**7,859**	**14,354**	**20,056**	**31,115**	**40,852**
LeBaron A	343*	538	1,420	990	2,901	1,111
LeBaron J	958*	1,619	3,528	3,554	5,466	9,056
LeBaron GTS	0	48	0	120	0	444
Fifth Avenue (rwd)	0	24	0	80	0	348
Fifth Avenue (fwd)	844*	1,092	3,769	2,623	7,112	6,454
Imperial	314*	405	786	961	2,028	2,160
New Yorker C	374*	1,019	1,114	2,845	2,634	6,445
Total Chrysler	**2,833***	**4,745**	**10,617**	**11,173**	**20,141**	**26,018**
Omni	329*	959	80	2,436	184	4,310
Shadow	2,103*	1,721	5,003	4,566	9,938	10,808
Monaco	65*	90	228	225	423	337
Daytona	241*	1,261	1,113	2,803	2,172	5,877
Aries	0	120	0	329	0	867
Lancer	0	33	0	65	0	391
Spirit	2,196*	2,337	8,242	8,045	18,974	15,185
Dynasty	3,514*	2,438	11,751	8,443	23,059	17,327
Total Dodge	**8,448***	**8,959**	**26,417**	**26,912**	**54,750**	**55,102**
CHRYSLER CORP.	**17,170***	**22,964**	**54,370**	**61,525**	**111,936**	**129,515**
Escort	8,607	6,921	23,371	20,479	43,817	43,466
Mustang	1,770	3,042	5,534	9,392	10,973	18,886
Tempo	7,568	5,194	16,922	20,218	30,429	40,473
Taurus	8,015	7,708	26,469	27,165	47,798	55,188
Thunderbird	2,257	2,207	6,651	8,305	11,156	17,002
Probe	2,964	2,704	6,918	8,598	10,475	18,149
Crown Victoria	2,016	2,970	4,092	8,203	9,380	17,145
Total Ford Div.	**33,197**	**30,746**	**89,957**	**102,360**	**164,028**	**210,309**
Topaz	1,780	1,647	4,191	5,688	8,127	12,948
Sable	3,179	2,584	8,297	7,873	14,149	16,400
Cougar	1,542	1,954	4,063	5,726	7,589	11,728
Grand Marquis	2,677	2,589	6,296	7,245	11,450	16,978
Total Mercury	**9,178**	**8,774**	**22,847**	**26,532**	**41,315**	**58,054**
Continental	1,686	1,678	5,075	6,473	8,712	12,066
Town Car	4,085	3,773	10,363	11,154	18,645	21,548
Mark VII	339	939	827	2,700	1,463	4,518
Total Lincoln	**6,110**	**6,390**	**16,265**	**20,327**	**28,820**	**38,132**
Total L-M Div.	**15,288**	**15,164**	**39,112**	**46,859**	**70,135**	**96,186**
FORD MOTOR CO.	**48,485**	**45,910**	**129,069**	**149,219**	**234,163**	**306,495**
Skyhawk	0	52	0	134	0	350
Roadmaster	231	0	469	0	484	0
Somerset/Skylark	3,313	3,866	8,093	9,267	17,338	17,886
Century	4,279	4,507	10,100	10,132	16,971	20,321
Regal	2,571	1,772	6,955	4,358	15,125	8,832
LeSabre	3,382	4,451	8,505	11,232	15,912	22,711
Reatta	52	228	100	600	423	977
Electra/Park Ave.	2,806	1,545	7,719	4,040	13,109	11,317
Riviera	665	541	1,456	1,408	2,505	2,842
Total Buick	**17,299**	**16,962**	**43,397**	**41,171**	**81,867**	**85,236**
Allante	66	94	146	232	302	546
Seville	485	737	1,410	2,238	4,731	4,363
DeVille	3,995	4,816	10,828	13,993	22,795	28,123
Brougham	786	1,054	1,962	2,640	4,020	5,255
Eldorado	480	679	1,097	1,678	2,109	3,444
Total Cadillac	**5,812**	**7,380**	**15,443**	**20,781**	**33,957**	**41,731**
Geo Metro	1,625	195	5,584	651	12,451	1,229
Geo Prizm	1,655	3,021	7,269	9,314	13,871	17,584
Cavalier	9,124	7,398	23,992	19,778	48,729	47,569
Camaro	1,140	1,663	3,111	4,801	5,944	10,516
Celebrity	40	1,351	123	3,277	3,770	5,130
Corsica/Beretta	6,222	9,717	17,091	30,067	25,465	52,529
Lumina	3,915	6,305	12,778	17,096	26,728	36,561
Caprice	3,275	3,103	10,775	8,731	19,495	18,833
Corvette	473	547	1,317	1,623	2,350	3,100
Total Chevrolet	**27,469**	**33,105**	**82,040**	**94,687**	**158,803**	**192,400**
Calais	2,483	3,254	6,559	8,690	11,558	15,060
Cutlass Ciera	2,369	3,445	7,003	10,474	13,116	20,800
Cutlass Supreme	2,219	4,882	6,600	11,545	12,613	21,032
88	2,295	3,567	6,154	9,983	13,491	18,218
98	1,362	1,393	3,945	4,048	7,715	7,598
Toronado	402	419	802	1,081	1,304	1,993
Total Oldsmobile	**11,130**	**16,960**	**31,063**	**45,821**	**59,797**	**84,701**
Sunbird	2,967	3,262	7,842	7,404	14,443	18,094
Firebird	518	931	1,332	2,760	2,987	5,898
Grand Am	5,199	5,575	14,086	14,232	24,469	30,292
Pontiac 6000	1,039	1,995	2,709	4,447	4,236	8,620
Grand Prix	2,513	3,590	7,163	9,442	13,241	16,365
Bonneville	1,329	1,760	4,155	6,246	8,121	12,137
Total Pontiac	**13,565**	**17,113**	**37,287**	**44,531**	**67,497**	**91,486**
Total Saturn	**759**	**0**	**2,056**	**0**	**3,576**	**0**
GENERAL MOTORS	**76,034**	**91,520**	**211,286**	**246,991**	**405,497**	**495,474**
Civic	2,987	5,900	7,775	13,373	14,626	27,329
Accord	6,717	10,196	17,984	19,735	33,560	38,020
HONDA	**9,704**	**16,096**	**25,759**	**33,108**	**48,186**	**65,349**
MX-6	1,858	1,091	3,509	1,588	5,495	1,588
626	4,352	1,013	8,148	641	11,643	641
MAZDA	**6,210**	**2,104**	**11,657**	**4,333**	**17,138**	**8,729**
MITSUBISHI	**4,158**	**1,014**	**9,304**	**2,327**	**13,790**	**8,473**
NISSAN	**4,304**	**3,722**	**8,283**	**7,642**	**15,881**	**12,840**
Corolla	3,607	3,956	7,419	9,515	13,948	17,841
Camry	7,016	6,877	12,516	16,799	22,986	31,348
TOYOTA	**10,623**	**10,833**	**19,935**	**26,314**	**36,934**	**49,189**
SUBARU	**1,099**	**19**	**2,828**	**66**	**5,610**	**116**
SUZUKI	**14**	**0**	**33**	**0**	**34**	**0**
DOMESTIC TOTAL	**177,801**	**194,203**	**472,524**	**531,525**	**889,169**	**1,076,180**
IMPORT TOTAL			**149,329**	**188,630**	**287,143**	**387,443**
INDUSTRY TOTAL			**621,853**	**720,155**	**1,176,312**	**1,463,623**

*Estimate

Reatta dies; 4-year output is less than 20,000 units

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — General Motors last week scrapped the Buick Reatta, the handcrafted, luxury two-seater that was introduced barely three years ago.

Buick sold 17,900 Reattas in three model years — 3,000 in 1988, 7,900 in 1989 and 7,000 in 1990. When production ends May 10, only 1,500 of the 1991 models will have been built at the Reatta Craft Centre in Lansing, Mich.

Just last September, Buick General Manager Edward Mertz said the division had plans for the Reatta at least through 1998.

"The two-seat luxury market did not continue to grow as we expected," said Darwin Clark, Buick general marketing manager.

James Reilly, president of Reilly Buick-GMC Truck Inc. of Colorado Springs, Colo., said the Reatta was a nice car, but was expensive to floorplan and often took three or four months to sell.

"I guess it's hard to mourn the loss of a car that wasn't a fast mover," he said.

At one time, Buick thought the niche for luxury two-seaters would support 15,000 to 20,000 Reattas per year, Clark said.

GM announced last week that the facility — to be renamed the Lansing Craft Centre — will produce GM's new electric car. Many of the workers will be recalled when production of the electric car begins, perhaps as early as 1993.

LIGHT-DUTY TRUCK SALES, FEBRUARY & YTD

	Feb 1991	Feb 1990	2 Mos. 1991	2 Mos. 1990
Vans	8,258	10,863	14,836	22,386
Aerostar	11,107	12,985	19,443	28,598
Club Wagon	1,438	1,821	2,562	3,685
Ranger	18,119	20,580	35,839	44,376
Bronco	1,943	4,755	3,868	9,748
Bronco II/Explorer	16,818	6,520	33,439	14,531
Pickups	28,719	45,961	52,948	91,067
Ford	**86,402**	**103,485**	**162,935**	**214,391**
Vans	5,320	7,336	9,915	15,268
Sportsvan	457	479	827	1,070
Geo Tracker	1,670	2,298	3,896	4,782
Astro	7,047	9,776	13,700	21,029
Lumina APV	2,948	3,623	5,886	7,095
S-10	14,798	12,579	28,757	28,800
S-10 Blazer	8,776	9,428	19,155	21,649
Blazer	1,017	1,752	1,665	3,454
Suburban	2,769	4,805	5,473	8,907
Pickups	29,589	42,721	55,500	83,021
Chevrolet	**74,391**	**94,797**	**144,774**	**195,075**
Pontiac Trans Sport	**1,485**	**1,794**	**2,826**	**3,732**
Olds Silhouette	**1,746**	**1,630**	**3,311**	**2,978**
Vans	3,914	4,403	5,952	8,247
Ram Wagon	1,542	2,289	2,105	3,648
Voyager	12,573	8,717	23,700	38,564
Caravan	16,047	10,747	30,556	44,123
Caravan C/V	486	943	1,009	1,941
Town & Country	294	146	511	656
Ram 50	325	1,160	751	2,540
Raider	0	186	0	503
Ramcharger	505	879	1,057	1,933
Dakota	5,998	6,805	11,324	13,506
Pickups	6,189	8,652	11,587	16,017
Chrysler	**47,873**	**44,927**	**88,552**	**131,678**
Vans	1,825	2,358	3,339	4,846
Safari	2,296	2,171	4,201	5,018
S-15/Sonoma	3,193	2,706	6,168	6,493
S-15 Jimmy	2,043	2,107	4,307	5,252
Jimmy	253	506	477	989
Suburban	1,094	1,841	2,087	3,723
Pickups	8,337	10,946	15,324	22,652
P Model	165	202	298	399
W-4	101	78	239	157
GMC	**19,307**	**22,915**	**36,440**	**49,529**
Wrangler	2,283	3,527	5,159	6,432
Cherokee	7,329	9,963	16,710	23,430
Grand Wagoneer	139	501	652	1,173
Comanche	427	1,465	941	2,838
Jeep	**10,178**	**15,456**	**23,462**	**33,673**
Daihatsu	**261**	**288**	**524**	**541**
Pickup*	2,664	2,440	4,744	4,640
Amigo	541	816	1,034	1,436
Trooper	2,255	4,635	4,286	8,574
Rodeo	1,359	0	2,542	0
Isuzu	**6,819**	**7,891**	**12,606**	**14,650**
Pickup	3,504	5,154	7,241	10,704
MPV	2,694	2,680	6,662	5,809
Navajo	844	0	1,739	0
Mazda	**7,042**	**7,834**	**15,642**	**16,513**
Pickup	2,751	1,694	4,550	4,954
Montero	1,057	786	1,886	2,262
Van	19	85	43	175
Mitsubishi	**3,827**	**2,565**	**6,479**	**7,391**
Pickup*	8,849	11,479	17,456	17,358
Pathfinder	2,336	2,225	4,987	4,196
Axxess	119	710	253	1,461
Van	2	10	4	14
Hawaii	0	325	244	463
Nissan	**11,306**	**14,749**	**22,944**	**23,492**
Range Rover	**202**	**373**	**412**	**735**
Samuari	371	414	785	824
Sidekick*	947	857	1,719	1,820
Suzuki	**1,318**	**1,271**	**2,504**	**2,644**
Pickups	10,818	12,706	21,757	26,038
Previa	4,151	443	7,449	1,279
4 Runner	3,039	4,126	6,306	8,428
Land Cruiser	663	328	1,343	779
Van	0	45	0	186
Toyota	**18,671**	**17,648**	**36,855**	**36,710**
Volkswagen	**378**	**413**	**699**	**842**
Imports	**49,824**	**53,032**	**98,665**	**103,518**
Industry Total	**291,206**	**338,036**	**560,965**	**734,574**

*Includes domestic vehicles

Sales charts compiled by Karen Detkowski

GM's electric car is expected to look similar to Impact, a test vehicle unveiled last year.

ELECTRIC

FROM PAGE 1

In 1980, Baker was chief engineer of the GM electric-car project that involved converting Chevrolet Chevettes to electricity. That project never got off the ground, and Baker moved to Buick.

Former GM Chairman Roger Smith said in April 1990 that the company was committed to producing an electric car based on the Impact concept vehicle introduced at last year's Los Angeles auto show. Last week, GM President Lloyd Reuss said the initial production site for the car will be the Reatta Craft Centre in Lansing, Mich., which will be renamed Lansing Craft Centre. Room for the electric car was created when the Buick Reatta was canceled.

A source at GM Electric Vehicles said that while the car will be based on the Impact, it will not be called the Impact when it reaches the market.

The car probably will look much like Impact and its mechanicals will be based on the concept car, but developments since the Impact's debut will make the production car different, the source said.

There had been speculation that the Van Nuys, Calif., assembly plant would be a logical place for production because California clean-air laws require zero-emissions vehicles in the 1998 model year. Van Nuys now can be considered for another project in the works: A hybrid minivan that would meet California standards for ultra-low emissions, required in the 1997 model year.

GM Electric Vehicles has been working on engineering, production and marketing plans for some version of a hybrid vehicle that would result from Project Freedom. One such vehicle, dubbed HX3, was shown earlier this year in Detroit.

The Freedom vans — still far from final form — are four-wheel drive or all-wheel drive. As in the Impact, separate electric motors power each drive wheel. The motors get power from batteries, which are recharged with a generator driven by a 906-cc gasoline engine. No plans to produce Freedom vans have been announced.

Simonetti said there are no plans for GM Electric Vehicles to be a separate marketing division for electric cars. "Certainly, we plan on having our existing dealers involved in this," she said.

INCENTIVE WATCH
CUSTOMER INCENTIVES

	Rebates	Expiration Date
Chrysler Corp. (1989-90)		
Chrysler	$500-2,000	3/31
Dodge cars	$700-1,500	3/31
Dodge trucks	$500-2,500	3/31
Eagle	$700-1,500	3/31
Jeep	$500-2,000	3/31
Plymouth	$700-1,000	3/31
All minivans	$1,000	3/31
Finance rates in lieu of rebate start at 5.9 percent		
Chrysler Corp. (1991)		
Chrysler	$500-1,000	3/31
Dodge cars	$500-1,000	3/31
Dodge truck	$300-1,500	3/31
Eagle	$400-700	3/31
Jeep	$700	3/31
Plymouth	[illegible]	3/31
All minivans	[illegible]	3/31
Finance rates [illegible] rebate [illegible] percent		
Ford Motor Co. (199[illegible])		
Ford Festiva	$700	4/10
Ranger	$1,500	4/10
Ford Motor Co. (1991)		
Ford Escort, Festiva	$500	4/10
Ranger	$1,000	4/10
Mercury Tracer	$500	4/10
Grand Marquis	$1,000	4/10
Finance rate, in lieu of rebate, starts at 7.9 percent for 48 months or less		
General Motors (1990)		
Buick Reatta*	$2,000	4/7
Other Buick*	$250-1,000	4/7
Cadillac	$1,200	4/7
Chevrolet Geo	$300-800	4/7
Corvette	$3,000 (GM employees)	4/7
Other cars	$400-750	4/7
Trucks	$500-1,500	4/7
GMC	$500-1,500	4/7
Oldsmobile	$750-1,250	4/7
Pontiac Bonneville	$400-1,000	4/7
*Based on option package selected All makes except Cadillac offer cut-rate financing in lieu of rebates		
General Motors (1991)		
Buick Reatta	$2,000*	4/7
Other Buick	$250-1,000*	4/7
Cadillac Brougham	$1,500	3/31
Chevrolet Geo	$300-800	4/7
Corvette	$3,000 (GM employees)	4/7
Other cars	$400-750	4/7
Trucks	$500-1,000	4/7
GMC	$500-1,000	4/7
Oldsmobile	$500-1,000	4/7
Pontiac	$400-750	4/7
*Based on option package selected		
Hyundai (1991)	$500-1,575	4/3
Mazda (1991)		
MX-6, 626	$1,500	4/3
Trucks	$500	4/3
Subaru		
Justy ECVT (1990-91)	$500	5/2
Loyale (1991)	$500	5/2
Toyota (1991)		
Celica GT, 4Runner	$800 discount on options	10/1

INCENTIVE WATCH
DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990)		
Dodge Ram D-W, Club wagon, Ramcharger	$1,000	3/31
Jeep	$400-3,000	3/31
Chrysler Corp. (1991)		
Colt, Summit	$400-700	3/31
Dodge Trucks	$1,000	3/31
Jeep	$400-3,000	3/31
Ford Motor Co. (1990)		
Ford Taurus SHO	$3,000	4/10
Other cars	$800-1,500	4/10
Ford Bronco	$2,000	4/10
Other trucks	$900-1,100	4/10
Mercury Topaz	$800	4/10
Sable	$1,100	4/10
Cougar	$1,200	4/10
Grand Marquis	$1,500	4/10
All Lincoln	$1,000-2,000, based on sales	4/10
Ford Motor Co. (1991)		
Ford Taurus SHO	$1,000	4/10
Crown Victoria	$1,000	4/10
Other cars	$100-700, based on sales	4/10
Ford trucks	$100-700, based on sales	4/10
Mercury Topaz, Cougar, Sable	$100-750, based on sales	4/10
All Lincoln	0-$1,000, based on sales	4/10
General Motors (1990-91)		
Corvette	$1,000-3,000, quota	4/7
Chevrolet C1500	$500	4/7
Pontiac 1990*		
6000, Trans Sport	$400	4/7
Grand Prix, Bonneville	$1,000	4/7
*Rebate increased by $1,000 if dealer gives up rebates on 1991 models		
Pontiac 1991		
Sunbird, Trans Sport	$400	4/7
Acura (1990-91)		
Integra	$300	4/2
Honda		
Accord (1990-91)	$500	3/31
Accord (1991)	$400 on each car ordered from importer	4/2
Hyundai		
1990 models	$1,000-2,000	4/3
1991 Sonata	$100-500, quota	4/3
Isuzu (1990-91)		
Trooper, Pickup	$600-1,700, quota	3/31
Nissan (1990)		
Pathfinder	$1,500	4/2
Nissan (1990-91)		
Stanza	0-$1,500, quota	4/2
Pickups	$1,200	4/2
Peugeot (1990)	$2,000	None
Subaru		
XT (1990-91)	$2,000	5/2
Legacy (1991)*	$500-1,700	5/2
Loyale (1990)	$800-1,500	5/2
*$1,000 extra on 1990 Legacys		
Suzuki (1990-91)		
Swift	$400-1,000	4/3
Sidekick	$1,000-2,000	4/3
Toyota (1989-91)		
Corolla and Camry	$200-1,000, quota	4/3
Celica	$200-1,500, quota	4/3
Trucks	$200-1,000, quota	4/3
Volkswagen (1990)		
Cars	$500-1,500	None

WOMEN

FROM PAGE 1

Harrington feels the progress of women in the business has been slow. But she says the number of women entering engineering and business fields is growing, which will help increase the number of female executives in the future.

"The auto industry is male dominated. I have been here 20 years, and it has slowly changed. At first it was, 'Who is this little girl and why is she here?' "

One of the few women who bucked the trend and succeeded in traditional carmaking roles is Helen Petrauskas, Ford Motor Co. vice president of environmental and safety engineering.

Petrauskas, 47, who holds degrees in law and mathematics, joined Ford in 1971 and was promoted to director of automotive emissions in 1980, executive director of automotive emissions in 1982 and vice president in 1983.

She also attributes the predominance of males in the automotive field to its grass roots — engineering and science. "The kind of business we are in is a highly engineering/science-oriented business. We are just now beginning to see women progressing because they have been out of school long enough to be able to progress up the ranks."

Petrauskas sees the situation at the top changing as more qualified women graduate with technical degrees. She cites the increase in professional technical organizations as evidence of women's increased interest in this field.

"If these organizations had been around when I was in school, there would have been two of us in them. It takes 20 years in the business to reach the levels of management we're talking about. If you go back 20 years, you will see a small percentage of women engineers. It just takes time."

In 1960, there were just 7,404 female engineers in all U.S. industries; by 1990 the number had grown to 174,000, according to *Personnel Journal*, a magazine for human resources executives.

Women now account for about 25 percent of engineering school enrollment, according to David E. Cole, director of the Office for the Study of Automotive Transportation at the University of Michigan.

Cole believes it should be 50 percent. "We need to make sure we eliminate the stereotype of only males excelling in math and science and we need to reinforce the idea of the tremendous loss of this national resource — women."

Ford lists only seven women in upper management positions. Ford spokesman David Krupp says: "We are trying to catch up and right any wrongs that have been in place for years; women were overlooked. We are accelerating the pace — the company is very aware of the need to step up to this problem."

General Motors has three female vice presidents and two female outside directors. GM spokesman John Maciarcz says: "Statistically, we are improving in the face of the declines in overall employment."

None of the women at GM contacted for this article consented to be interviewed.

The lack of women in upper management positions in past years is an obstacle in itself, according to Gail O'Sullivan Neuman, vice president of human resources and general counsel for Nissan Motor Manufacturing Corp. U.S.A. in Smyrna, Tenn. Its sales organization, Nissan Motor Corp. in U.S.A. in Carson, Calif., also lists one woman vice president.

What women executives think:

Toni Harrington
American Honda Motor Co. Inc.
Manager of government and industry relations

I think there is an institutional bias in the industry because they are not used to dealing with women. . . .I have been here 20 years and it has slowly changed. At first it was, 'Who is this little girl and why is she here?'

Helen Petrauskas
Ford Motor Co.
Vice president of environmental and safety engineering

It takes 20 years in the business to reach the levels of management we're talking about. If you go back 20 years, you will see a small percentage of women engineers. It just takes time.

Esther DeLurgio
Mitsubishi Motor Sales of America
Director of information systems

Detroit is a very structured way-of-life city, with the male in his place and the woman in hers.

I lived in the Midwest, and I think career opportunities are greater here than in the Midwest.

Cheryl Longtin
ITT Teves
President

You have always had the traditional macho image with the car companies.

This was compounded with the historical way one succeeded in these companies, through engineering or operations background.

"In the automotive industry, many men have been around for 20 to 30 years at the same companies," Neuman says. "If you presume the men are capable, and if you presume they are better experienced by virtue of their seniority, it seems it would be a natural phenomenon that you will find men in these positions. They have a tremendous amount of seniority on the number of women who entered the industry within the last 10 to 20 years."

Laurel Cutler, 64, was a consultant to Chrysler for three years before joining the No. 3 automaker as vice president of consumer affairs. She held the position for two years while also serving as vice chairman of FCB/Leber Katz Partners, a New York marketing consultancy. She left Chrysler at the end of 1990.

Cutler recently called Detroit the "last locker room" composed of "white, macho, middle-class, Middle-Western males."

Chrysler spokesman Tom Houston says: "It is true that Chrysler's first and only female vice president was Laurel Cutler, and she left us, and there has not been another one named. There is no particular reason there are no women in top management positions — it just happens these high-ranking positions are filled with men."

Two of Chrysler's outside directors are women, and Chrysler Financial Corp. has a woman vice president.

Some women in automotive executive positions outside Detroit cite its "narrow-minded" and "conservative" aura as the reason the whole industry takes a bad rap for its treatment of women.

Esther DeLurgio, director of information systems at Mitsubishi Motor Sales of America in Cypress, Calif., says: "Detroit is a very structured way-of-life city, with the male in his place and the woman in hers. "I lived in the Midwest, and I think career opportunities are greater here than in the Midwest."

Mitsubishi lists four women in upper management positions.

Last year, Jennifer Hurshell, 34, left the public relations firm she co-founded to become director of public relations for Volkswagen of America Inc. in Troy, Mich. She called the auto industry "a relatively conservative market as a whole" and says there has been a gradual change in the acceptance of women in upper management.

"We have a ways to go until the numbers start evening out, but I think there is a willingness to accept women into the top ranks of management," Hurshell says. "Women have a contribution to make that is being received finally in a very positive way."

She is the only woman in VW's upper management directory.

Mazda Motor of America has one woman vice president, but spokesman Tom McDonald says: "A lot of women are coming along into middle management. In the next five to 10 years, you're going to see more of them in upper management and senior executive positions."

Toyota Motor Sales U.S.A. has no women in executive positions. Mindy Geller, a Toyota spokeswoman, says, "Women have come into the field much later than their counterparts (men) and subsequently are just now rising through the ranks into higher positions."

Women executives say discrimination also exists in auto-related industries. Cheryl Longtin is president of ITT Teves, a supplier of brake systems and components. She calls women in executive positions the "rarity" in Detroit.

"You have always had the traditional macho image with the car companies," she says. "This was compounded with the historical way one succeeded in these companies, through engineering or operations background."

Former owners of rental firm sue Mitsubishi

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

The honeymoon was short for the Cohen family, minority shareholders in Value-Rent-A-Car, and Mitsubishi Motor Sales of America Inc., which acquired 80 percent of the daily rental company from the Cohens last July.

On Feb. 6, Mitsubishi suspended four members of the Cohen clan who served in executive positions at Value while it investigates whether they were involved in cocaine possession, electronic bugging of Mitsubishi offices and misappropriation of company funds.

A Florida Circuit Court judge has given Mitsubishi until March 25 to reinstate or fire the Cohens.

"So far, Mitsubishi has placed my clients in the twilight zone because they did not terminate them," said Alan C. Kauffman, attorney for the Cohens.

The Cohens have sued Mitsubishi in Broward County Circuit Court for suspending rather than terminating them — a step that would have precipitated a potential $30 million payout to the Cohens by Mitsubishi.

The suit, which asks for damages of about $70 million, claims Mitsubishi broke its management contracts with the Cohens by conspiring to remove them from their executive posts and devalued their stock by insisting that Value purchase Mitsubishi cars instead of lower-priced Ford vehicles.

Sidney Cohen, president of Value, and sons Jeffrey Cohen, senior vice president of finance and Steven Cohen, vice president of operations, were suspended but continue to collect their $156,000 salaries and other benefits.

In a second lawsuit, Wendy Cohen, vice president of marketing before her suspension, claims she was bullied and wrongly confined at Value's Regional Operations Center in Fort Lauderdale, Fla., by security guards paid by Mitsubishi.

Mitsubishi became the first importer to acquire a majority stake in a U.S. daily rental company in a deal that involved the purchase of Value's real estate and a $15,000 monthly licensing fee to the Cohens for 20 years.

Five-year employment contracts with the Cohens, including compensation based on performance, were also part of the deal. In addition, the Cohens get 10 percent of Value's pretax profits for five years, not to exceed $15 million.

Enhancing the package further is a buyout clause at the end of five years, which was an incentive for the Cohens to manage the company efficiently so the value of their remaining stock would increase.

That was the trip wire that set off a mine field of disputes.

The Cohens opted to buy cars from Ford for Value's 20,000-vehicle fleet rather than from Mitsubishi. According to Kauffman, the difference in price was $25 million. He said Value's new management is replacing Fords with Mitsubishis.

Martin Reeder, attorney for Mitsubishi, said the four Mitsubishi directors on Value's board voted to buy the Ford vehicles and to finance them through Mitsubishi.

He conceded that Value is replacing its Ford cars with Mitsubishi vehicles, but he said the Mitsubishis are priced competitively.

Reeder declined to discuss the investigation except to say it is continuing.

"The Cohens were suspended because although the board had probable cause to take the action it did to protect the interests of the company, the board wanted to conduct a fair investigation and give the Cohens an opportunity to cooperate," he said.

Mitsubishi suspended the Cohens, saying they may have installed electronic bugging devices in the office of Kazuo Yoshida, a director and executive vice president of Value, according to documents filed with the Cohens' suit.

Other reasons cited by the importer for suspending the Cohens include suspicions that they may have diverted company funds, and that Steve Cohen was arrested by Boca Raton police in January and charged with cocaine possession. Kauffman said the Cohens deny those allegations and that the felony charges against Steve Cohen were dismissed.

PRODUCTION

U.S. CAR

	Week Ended Mar. 9, 1991	Week Ended Mar. 2, 1991	Feb. Total	Jan. 1 to Mar. 9, 1991	Jan. 1 to Mar. 10, 1990
Horizon	0	0	0	0	4,578
Sundance	0	2,074	4,774	6,669	13,005
Acclaim	2,400	2,638	5,030	18,815	13,969
Total Plymouth	**2,400**	**4,712**	**9,804**	**25,484**	**31,552**
LeBaron A	0	0	0	0	3,422
LeBaron J	0	0	2,019	4,351	4,202
N. Yorker C-Class	0	190	616	1,945	3,510
Fifth Avenue	0	666	2,059	5,675	4,886
Imperial	0	199	589	1,667	3,828
Total Chrysler	**0**	**1,055**	**5,283**	**13,638**	**19,848**
Omni	0	0	0	0	4,308
Daytona	0	0	670	1,632	2,719
Shadow	0	2,236	4,807	7,222	14,971
Dynasty	0	3,885	11,546	27,287	21,133
Spirit	2,400	2,200	4,738	17,305	15,897
Total Dodge	**2,400**	**8,321**	**21,761**	**53,445**	**59,133**
CHRYSLER CORP.	**4,800**	**14,088**	**36,848**	**92,568**	**110,533**
Escort	4,884	0	10,755	28,537	24,458
Mustang	0	0	3,612	7,933	28,723
Tempo	2,869	3,366	9,147	19,752	22,172
Taurus	8,240	4,092	19,658	51,709	74,027
Thunderbird	3,429	0	4,551	11,989	19,978
Total Ford Div.	**19,422**	**7,458**	**47,723**	**119,920**	**169,358**
Topaz	1,542	1,049	3,188	8,007	7,669
Cougar	2,122	0	1,967	7,901	11,498
Sable	2,252	1,197	7,163	15,767	17,456
Total Mercury	**5,916**	**2,246**	**12,318**	**31,675**	**36,623**
Continental	1,180	1,186	4,719	11,201	10,545
Mark VII	208	202	818	1,955	5,238
Town Car	2,772	2,772	11,073	26,338	31,722
Total Lincoln	**4,160**	**4,160**	**16,610**	**39,494**	**47,505**
Total L-M Div.	**10,076**	**6,406**	**28,928**	**71,169**	**84,128**
FORD MOTOR CO.	**29,498**	**13,864**	**76,651**	**191,089**	**253,486**
Skylark/Somerset	2,008	2,433	9,732	23,037	13,252
Century	0	0	7,385	10,601	12,543
Riviera	347	326	1,356	2,512	4,055
Electra/Park Ave.	1,723	2,281	10,399	21,793	12,317
LeSabre	0	3,679	15,846	33,069	28,816
Roadmaster Wagon**	382	382	1,912	2,576	1,197
Reatta	98	81	204	353	1,521
Total Buick	**4,558**	**9,182**	**46,834**	**92,498**	**73,701**
Eldorado	457	465	1,802	3,265	3,410
Seville	819	830	3,283	6,108	4,784
Brougham (rwd)	415	413	778	3,310	7,009
DeVille (fwd)	3,200	2,970	11,935	28,562	26,730
Allante	62	64	256	600	616
Total Cadillac	**4,953**	**4,742**	**18,054**	**41,845**	**42,549**
Cavalier	5,135	6,043	22,579	52,515	50,496
Camaro	1,975	1,886	1,446	7,890	5,493
Corsica/Beretta	0	4,045	12,903	33,429	51,514
Caprice	2,455	2,586	7,666	22,748	21,204
Corvette	485	485	1,920	4,518	3,920
Total Chevrolet	**10,050**	**15,045**	**46,514**	**121,100**	**132,627**
Calais	2,744	2,872	8,413	19,549	14,721
Cutlass Ciera	0	0	4,392	7,725	15,413
Cutlass Supreme	2,170	0	6,943	17,957	14,554
Toronado	201	203	807	1,454	4,368
88	936	1,685	7,577	16,502	13,815
Custom Cruiser Wag.***	280	280	1,121	2,534	757
98	2,000	1,976	7,821	17,874	10,020
Total Oldsmobile	**8,331**	**7,016**	**37,074**	**83,595**	**73,648**
Sunbird	2,655	2,542	9,948	23,285	20,253
Grand Am	4,800	4,907	19,264	37,538	28,475
Firebird	558	462	374	2,023	2,108
Grand Prix	0	3,088	5,936	14,751	15,578
Pontiac 6000	0	0	3,086	5,333	10,693
Bonneville	2,541	2,193	6,877	13,873	13,984
Total Pontiac	**10,554**	**13,192**	**45,485**	**96,803**	**91,091**
Total Saturn	**910**	**910**	**3,939**	**7,775**	**0**
GENERAL MOTORS	**39,356**	**50,087**	**197,900**	**443,616**	**413,616**
DIAMOND-STAR	**3,131**	**3,864**	**12,697**	**29,864**	**26,300**
Civic	2,100	2,019	7,138	16,904	24,792
Accord	5,825	7,300	27,368	65,431	59,598
HONDA	**7,925**	**9,319**	**34,506**	**82,335**	**84,490**
MAZDA†	**3,885**	**3,371**	**13,256**	**29,540**	**33,197**
NISSAN	**2,710**	**2,769**	**11,511**	**28,216**	**22,987**
Corolla	2,100	2,108	8,407	19,919	20,447
Geo Prizm/Nova	2,100	2,111	8,406	20,038	18,834
NUMMI	**4,200**	**4,219**	**16,813**	**39,957**	**39,281**
SUBARU-ISUZU	**1,184**	**1,239**	**4,755**	**11,218**	**5,280**
TOYOTA	**4,450**	**4,337**	**17,285**	**42,418**	**42,573**
TOTAL BIG 3	**73,654**	**78,039**	**311,399**	**727,273**	**777,635**
TOTAL TRANSPLANT	**27,485**	**28,318**	**110,823**	**263,548**	**254,108**
TOTAL CARS, U.S.	**101,139**	**106,357**	**422,222**	**990,821**	**1,031,743**
TOTAL CARS, CANADA	**21,217**	**22,481**	**66,676**	**171,378**	**187,998**
U.S., CANADA CARS	**122,356**	**128,838**	**488,898**	**1,162,199**	**1,219,741**
U.S., CANADA CARS AND TRUCKS	**207,420**	**283,053**	**754,229**	**1,820,742**	**2,070,932**

Monthly estimates may contain error of one or two units due to rounding.

*Estimate †Total includes MX-6, 626, and Ford Probe

**1990 totals reflect the LeSabre (rwd). ***1990 totals reflect Olds. 88 (rwd)

CANADIAN CAR

	Week Ended Mar. 9, 1991	Week Ended Mar. 2, 1991	Feb. Total	Jan. 1 to Mar. 9, 1991	Jan. 1 to Mar. 10, 1990
Monaco	0	0	329	329	2,744
Premier	0	0	954	954	826
CHRYSLER CORP.	**0**	**0**	**1,283**	**1,283**	**3,570**
Tempo	0	3,181	11,984	17,987	24,979
Topaz	0	788	2,996	4,788	6,576
Crown Victoria	2,805	2,995	11,275	19,111	20,749
Grand Marquis	1,737	747	997	2,889	25,619
FORD MOTOR CO.	**4,542**	**7,711**	**27,252**	**44,775**	**77,923**
Celebrity	0	0	0	0	4,207
Cutlass Ciera	1,780	0	372	9,657	19,840
Lumina	4,975	4,888	5,749	28,936	38,133
Regal	3,025	3,009	3,721	19,169	6,225
GENERAL MOTORS	**9,780**	**7,897**	**9,842**	**57,762**	**68,405**
CAMI	**2,450**	**2,478**	**10,446**	**24,523**	**0**
HONDA	**2,150**	**2,191**	**8,572**	**20,465**	**22,386**
HYUNDAI	**765**	**647**	**3,206**	**7,945**	**3,120**
TOYOTA	**1,350**	**1,377**	**5,391**	**12,952**	**10,868**
VOLVO	**180**	**180**	**684**	**1,673**	**1,726**
TOTAL CARS, CANADA	**21,217**	**22,481**	**66,676**	**171,378**	**187,998**

U.S. TRUCK

Caravan	1,900	1,961	7,840	19,380	23,437
Dakota	1,950	0	3,772	8,831	11,303
Caravan C/V	50	71	371	687	1,473
Ram pickups	1,950	0	3,766	8,843	15,955
Total Dodge	**5,850**	**2,032**	**15,749**	**37,741**	**52,168**
Cherokee	0	3,978	7,950	14,617	31,144
Comanche	0	253	504	1,075	1,395
Grand Wagoneer	0	0	0	0	885
Wagoneer/Briarwood	0	149	306	514	616
Total Jeep	**0**	**4,380**	**8,760**	**16,206**	**34,040**
Voyager	1,500	1,581	6,042	14,944	21,606
Town & Country	50	68	246	571	727
Total C-P Div.	**1,550**	**1,649**	**6,288**	**15,515**	**22,333**
CHRYSLER CORP.	**7,400**	**8,061**	**30,797**	**69,462**	**108,541**
Aerostar	3,936	0	7,920	21,473	31,526
Bronco	0	0	758	1,935	10,221
Bronco II/Explorer	5,812	5,471	21,417	49,691	15,916
Navajo	316	397	1,536	3,594	0
Econoline	2,001	1,742	5,437	15,565	31,852
Mediums/Heavies	840	0	2,201	6,650	18,768
Light trucks	7,176	0	13,347	39,206	79,259
Ranger	4,907	3,558	15,752	41,351	54,027
Total Ford Div.	**24,988**	**11,168**	**68,368**	**179,465**	**241,569**
FORD MOTOR CO.	**24,988**	**11,168**	**68,368**	**179,465**	**241,569**
Astro	2,590	1,891	6,675	15,527	16,434
Blazer	0	209	828	1,368	2,493
Lumina APV	1,145	1,019	1,050	6,018	17,825
Mediums/Heavies	124	68	0	1,660	2,972
P-Model	460	480	1,698	2,876	4,449
Pickups	5,169	6,484	18,597	38,509	55,743
S-10	5,936	5,622	15,727	45,038	44,590
S-10 Blazer	1,570	1,466	1,254	9,142	17,880
Sportsvan/Van	1,005	1,124	3,427	6,086	8,055
Suburban	0	501	1,989	3,844	10,989
Total Chevrolet	**17,999**	**18,864**	**51,245**	**130,068**	**181,430**
Jimmy	0	70	256	467	874
Mediums/Heavies	476	464	0	3,774	3,604
P-Model	50	23	223	489	583
Pickups	3,412	2,199	8,530	15,360	15,009
S-15/Sonoma	2,782	1,737	3,998	12,608	10,924
S-15 Jimmy	460	530	489	4,087	6,417
Safari	770	1,369	3,166	6,711	5,675
Suburban	0	616	2,355	3,539	4,917
Vandura/Rally Vans	355	244	1,616	2,549	3,965
Total GMC	**8,305**	**7,252**	**20,633**	**49,584**	**51,968**
Silhouette	910	750	749	2,770	5,684
Bravada	640	650	1,955	4,719	0
Total Oldsmobile	**1,550**	**1,400**	**2,704**	**7,489**	**5,684**
Pontiac Trans Sport	**745**	**639**	**676**	**3,442**	**11,613**
GENERAL MOTORS	**28,599**	**28,155**	**75,258**	**190,583**	**250,695**
NAVISTAR	**1,645**	**1,651**	**6,517**	**14,322**	**14,594**
NISSAN	**2,610**	**2,764**	**11,049**	**27,085**	**29,560**
SUBARU-ISUZU	**732**	**1,413**	**4,790**	**10,799**	**5,345**
AM GENERAL	**400**	**400**	**1,600**	**4,050**	**4,500**
MISCELLANEOUS	**2,650**	**2,650**	**10,600**	**26,850**	**30,000**
TOTAL TRUCKS, U.S.	**69,024**	**56,262**	**208,979**	**522,616**	**684,804**

CANADIAN TRUCK

Caravan	2,715	2,792	8,848	24,513	32,386
Caravan C/V	315	261	384	1,142	2,189
Ram Wagon	715	722	2,140	3,381	3,985
Ram Van	1,205	1,214	3,716	6,123	9,762
Total Dodge	**4,950**	**4,989**	**15,068**	**35,159**	**48,322**
Voyager	2,090	1,985	6,087	18,272	26,743
Total Plymouth	**2,090**	**1,985**	**6,087**	**18,272**	**26,743**
Wrangler	1,500	1,562	3,190	8,800	6,188
Total Jeep	**1,500**	**1,562**	**3,190**	**8,800**	**6,188**
CHRYSLER CORP.	**8,540**	**8,536**	**24,365**	**62,231**	**81,253**
FORD MTR. (lt. trks.)	**0**	**2,940**	**5,928**	**13,375**	**26,061**
Light trucks	3,270	2,566	12,066	29,357	34,430
Vans	1,420	547	2,174	4,835	6,648
Total Chevrolet	**4,690**	**3,113**	**14,240**	**34,192**	**41,078**
Light trucks	980	1,637	4,745	10,994	13,429
Vans	515	412	1,779	2,944	2,575
Total GMC	**1,495**	**2,049**	**6,524**	**13,938**	**16,004**
GENERAL MOTORS	**6,185**	**5,162**	**20,764**	**48,130**	**57,082**
CAMI	**1,150**	**1,148**	**4,630**	**10,695**	**0**
NAVISTAR	**165**	**167**	**665**	**1,496**	**1,991**
TOTAL TRKS., CANADA	**16,040**	**17,953**	**56,352**	**135,927**	**166,387**
U.S., CANADA TRKS.	**85,064**	**74,215**	**265,331**	**658,543**	**851,191**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Feb. output sings blues

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

Twenty-one Big 3 assembly plants in the United States and Canadian plants are closed and one U.S. car line is idle this week as the automakers battle slow sales and high inventories.

In February, 422,222 cars were assembled in the United States.

That was the lowest car production total for February that month since 1975.

U.S. truck production fell to 208,979 units.

It was the lowest total for February since 1983.

Light-vehicle output also fell in Canada.

In February, 66,676 cars were assembled — the lowest since 1982.

Truck output totaled 56,352, which was the lowest since 1983.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
FORD		
Atlanta	**3/11**	
Ford Taurus		2,730
Mercury Sable		910
Kentucky Truck	**3/11**	
Medium, heavy and extra heavy trucks		1,010
St. Louis	**3/11**	
Ford Aerostar		3,800
St. Paul, Minn.	**3/11**	**3,600**
Ford F series		
Ford Ranger		
GENERAL MOTORS		
Flint, Mich. (Buick City)	**3/11**	
Buick LeSabre (fwd)		3,900
Olds. 88 Royale		1,150
Fort Wayne, Ind.	**3/11, 3/18**	
Chev. S10 pickups		1,430
GMC S15 pickups		330
Moraine, Ohio	**3/11**	
Chev. S10 pickups		1,060
GMC S15 pickups		305
Chev. full-sized pickups		610
GMC full-sized pickups		265
Olds. Bravada		455
Oshawa, Ontario	**3/11, 3/18**	
Chev. full-sized pickups		2,805
GMC full-sized pickups		1,105
Oshawa, Ontario (No. 2)	**3/11**	
Chev. Lumina		2,500
Buick Regal		3,000
Pontiac, Mich. (East)	**3/11, 3/18**	
Chev. full-sized pickups		1,895
GMC full-sized pickups		800
Pontiac, Mich. (West)	**3/11, 3/18, 3/25**	
Chev. S10 pickups		70
GMC S15 pickups		25
Chev. full-sized pickups		560
GMC full-sized pickups		110
Shreveport, La.	**3/11**	
Chev. S10 pickups		1,655
GMC S15 pickups		520
Chev. S10 Blazer		220
GMC S15 Jimmy		90
Tarrytown, NY	**3/11**	
Chev. Lumina APV		245
Olds. Silhouette		175
Pontiac Trans Sport		160
Van Nuys, Calif.	**3/11**	
Chev. Camaro		2,110
Pontiac Firebird		540
CHRYSLER		
Belvidere, Ill.	**3/11, 3/18**	
Chrysler New Yorker		245
Chrysler Imperial		220
Chrysler Fifth Ave.		775
Dodge Dynasty		3,520
Bramalea, Ontario	**3/11**	
Eagle Premier		875
Dodge Monaco		400
Brampton, Ontario	**3/11**	
Jeep Wrangler		1,435
Pillette (Windsor)	**3/11**	
Dodge Ram Van		1,235
Dodge Ram Wagon		650
St. Louis (No. 1)	**3/11**	
Chrysler LeBaron J		1,500
Dodge Daytona		660
Sterling Heights, Mich.	**3/11**	
Dodge Shadow		2,210
Plymouth Sundance		2,240
Toledo, Ohio	**3/11**	
Jeep Cherokee		3,350
Jeep Comanche		400
Jeep Gr. Wagoneer		330
Jeep Briarwood		100
Total U.S. car		22,710
Total U.S. truck		23,570
Total Canada car		6,775
Total Canada truck		7,230
Total Units Lost Week of 3/11		**60,285**

Source: Automotive News Data Center

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HONDA LIVES!

Sales have slipped; press has pounced, but importer says the worst is over

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

The big news about Honda these days is the wagon.

Not the new Accord station wagon that went on sale in December, but the bandwagon that the national press has jumped on in reporting about American Honda Motor Co.'s fall from grace.

"U.S. cars depose Honda." That was the headline on a *Chicago Tribune* story reporting that the Chevrolet Cavalier and Ford Taurus, popular fleet cars, had slipped past the nation's best-selling car of the last two years, the Accord, in January and February.

Kawamoto tightens up structure, Page 2

The story cited evidence of renewed U.S. patriotism in light of the Persian Gulf war. Most of the stories tie Honda's sales to Japan's lukewarm support of the war, although Japanese automakers have actually gained market share. (See related story on Page 36.)

Honda sales fell 21.6 percent during the first two months of the year compared to the year-ago period. That's slightly above the industrywide drop of 21.0 percent.

In recent weeks, publications ranging from *USA Today* to *The Wall Street Journal* have put Honda under the magnifying glass.

The reports suggest that the days when Honda could do no wrong are over.

"Honda, the seemingly invulnerable, bulletproof car company, is taking some hits," reported *USA Today*. "And unlike its chief rivals, Honda is a relatively small firm that can't simply reach deeper into the corporate pockets to get by."

ARKIE HUDKINS

The sales declines in January and February started the change in coverage. The flames were fanned in early January when Honda put a $300 dealer incentive on the Accord — the nation's best selling car in 1989 and 1990.

Weeks later, Honda announced production cuts at U.S. and Japanese plants. Then *Automotive News* reported that Honda was stockpiling more than 2,000 unsold Accords a few miles from its plant in Marysville, Ohio.

Finally, Honda increased its $300 dealer incentive to $500 and was offering dealers an additional $400 incentive for each new car they order from the company.

. Add to all that the belief that American buyers may reject Japanese products in light of that country's feet-dragging in the Persian Gulf war, and there was plenty of fodder for the press to feed on.

Despite the new tone of press stories, Tom Elliott, executive vice president at American Honda Motor Co. Inc., is calm.

"We always have known that there'd be times when it'd be tough," Elliott said. "But we have always been less affected. But a lot of that is because of a lot of hard work on our part, not because we're somehow invincible."

Elliott thinks the worst is over

see HONDA, page 36

Toyota, Honda stay on top in sales per dealer

Lexus is 3rd; Ford tops Big 3

By John K. Teahen Jr.
SENIOR EDITOR

In 1990, the winners in the sales-per-dealership derby again wore Japanese emblems, and the Japanese invited a couple of new friends to their party.

Toyota retained the top spot in new-car and truck sales per outlet with an average of 847 deliveries, and Honda repeated as runner-up with 742 — even though it doesn't sell trucks.

The order was reversed in car sales. Honda's 742 sales per franchise were far ahead of second-place Toyota's 609.

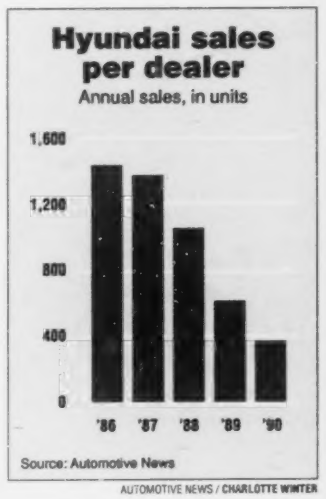
Third place in both categories went to one of the new players. Lexus, the luxury car imported by Toyota Motor Sales U.S.A., averaged 608 new-car sales per dealership, only one less than its older brother.

The sales per dealer averages are another way of keeping score in the auto industry. They measure the relative value of a franchise by showing the relationship between the number of new-vehicle sales and the number of dealers selling those vehicles. They also help automakers and importers set their dealer placement strategies.

In the 1990 car-truck rankings, seven of the Top 10 were Japanese makes. Nissan, Acura, Mitsubishi and Mazda joined Toyota, Honda and Lexus in that group. Like Honda and Lexus, Acura made it on cars alone.

The Top 10 in the car standings also included seven Japanese makes. Following Honda, Toyota and Lexus were Acura, Nissan, In-

see DEALERS, page 34



AUTOMOTIVE NEWS / CHARLOTTE WINTER

GM Canada studies lineup, may add a Geo operation

By Alex Law
STAFF CORRESPONDENT

General Motors of Canada is considering extensive changes in its product lines, including the possibility of setting up a Geo network and letting its two primary dealer groups sell Saturn.

Michael Erdman, the company's vice president of marketing, said the group he appointed last fall to review the company's product lineup should be reporting to him in a couple of weeks.

"If we're going to do something, we'll start to do it this fall," said Erdman, who left Chevrolet in the United States for Canada last summer.

GM of Canada's dealer network is split into two main groups: Pontiac-Buick-GMC Truck and Chevrolet-Oldsmobile. Both are eligible to sell Cadillac.

In addition, the company in 1987 created a separate unit, the Passport International Automobiles Division. Like the Geo operation in the United States, Passport is intended to appeal to import buyers and carries vehicles built by GM's overseas affiliates. Passport has also been designated to distribute Saturn when it goes on sale in Canada next year.

But now, Erdman said, "the Passport concept will disappear. The internal organization will go away."

"I think the day will come when we will totally integrate Passport with the domestic operations," he said.

GM of Canada has been wrestling with the fact that many Canadian consumers watch American television and see advertising pitches for GM products that Canadians do not recognize. Canada has no Geo line, but the equivalent of the U.S. Geo Storm is sold in

see GM CANADA, page 38

Ford, GM lengthen program-car cycle

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. and General Motors are tightening the tap on program cars, the nearly new daily rental units sold to price-smart consumers by dealers. The squeeze could prime the pump for new-car sales and boost GM and Ford profits.

The time Ford's 1991-model program cars spend in service at daily rental companies will be lengthened to six months or 15,000 miles from four months and no minimum mileage. It will affect new cars and trucks built after April 30.

GM will follow by lengthening the cycle of its 1992 program cars.

"We are developing rental-car plans for the 1992 model year, and we expect program vehicles to have a longer in-service holding period," said a GM spokesman.

Program cars have come under fire by dealers who say the clean, low-mileage cars steal from new-car sales. Moreover, lengthening the cycles could boost the wholesale prices of the vehicles at dealer auctions, a repercussion manufacturers would welcome.

"The concern is that there are more cars than can be absorbed by dealers at the auto auction," said Mike Shad, chairman of the Ford National Dealer Council. "Reducing the number of turns will drive up prices at the auctions."

Though it's hard to calculate, manufacturers probably lose money on program cars. A spokesman from the Ford Dealers Alliance, an association of 1,500 Ford dealers, says Ford has an average loss of $2,900 per program vehicle.

Even auction officials concede

see PROGRAM, page 38

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Saturn sticks to stickers

As production increases, Saturn dealers such as John B.T. Campbell III say they are selling cars quickly and sticking to sticker price. Story on Page 36.

Mercedes probed for alleged embargo violation

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — German police late last week raided the headquarters of Mercedes-Benz AG and seized documents as part of an investigation into charges that the company violated an arms embargo against Iraq by shipping 124 heavy-duty, military-capable trucks there last summer.

According to press reports here, the special-platform trucks were exported to Iraq with the aid of senior managers, including Mercedes Chairman Werner Niefer.

Niefer already is under investigation by the Stuttgart prosecutor's office for possible income tax evasion. No charges have been filed, but police searched Niefer's office and home three weeks ago and confiscated documents related to the investigation.

Acting on what they said was a tip from an informant, Stuttgart police and investigators from the local prosecutor's office moved through the company's headquarters complex late Thursday questioning executives and removing documents related to the company's international sales.

Officials of the giant company moved quickly to dispute the latest allegations. At a hastily called press conference Friday, senior executives denied that the company had violated the arms embargo and charged that Niefer was the victim of a smear campaign from unidentified sources.

Helmut Werner, who as Mercedes' vice chairman heads the vehicle-maker's commercial-truck operations, said the company's last shipments to Iraq were made on July 17 and 19 last year and involved 124 trucks, 90 percent of which were for road use only.

But he said only 12 trucks reached Iraq, and that the remainder were returned to Europe.

Matthias Kleinert, a member of the board of Daimler-Benz AG, Mercedes' parent, said the allegations seemed to be part of a concerted effort to smear Niefer.

Niefer has denied wrongdoing, and said he expects the matter to be resolved quickly and without filing of formal charges. The Mercedes chief said he will not resign and company officials deny that his position is in jeopardy.

Niefer, 62, would normally retire upon the expiration of his contract at the end of 1993.

The tax investigation reportedly stems from the price the Mercedes chairman paid for his home, payment for improvements made to the estate and allegations of private travel on corporate aircraft.

According to German press reports, the investigation centers on Niefer's purchase of an estate in the exclusive Killesberg area of Stuttgart. Niefer rented the house in 1978 at a rate reputed to be below the market value, according to the German magazine *Die Stern*.

The landlord was Wolfgang Fahr, a representative of several German auto industry suppliers with ties to Mercedes.

Fahr reportedly sold the estate to Niefer in 1985 for less than the market value of the property. The difference between market value and sale price of the home is viewed by the Stuttgart prosecutor as potentially taxable, according to *Die Stern*.

The magazine also cites improvements made to the house that were allegedly paid by Mercedes-Benz.

Niefer has said the only improvements underwritten by the company were security-related.

Mercedes-Benz officials say Chairman Werner Niefer is the victim of a smear campaign from unidentified sources.

Honda streamlines top

Kawamoto will head new car division

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Honda Motor Co. late last week unveiled a sweeping management reorganization that does away with four geographic marketing groups and consolidates line responsibility for worldwide automotive operations in the hands of President Nobuhiko Kawamoto.

The measure, which peels away a layer of zone-oriented marketing management, consolidates responsibility along three basic product lines: cars, motorcycles and power products.

The simplification is meant to "speed-up our decision-making process and ability to respond to market changes," said a company spokesman here.

In his New Year message in January, Kawamoto voiced dissatisfaction with Honda's loss of nimbleness and vowed to take the company "back to basics to develop attractive products."

The automaker last year surrendered its third-place market share in the Japanese passenger-car market to Mitsubishi Motors Corp. It is known that the setback both angered and embarrassed Kawamoto, who was named to his post last June.

In his New Year address, Kawamoto conceded that Honda had lost touch with tastes in its home market while it focused on overseas operations, and that many younger Japanese had "abandoned" the automaker.

"The most important objective for Honda is to enhance our sales in Japan," he said.

Under the streamlining, Kawamoto will now serve as overall head of the automotive division, a post previously shared among the zone chiefs, in addition to continuing as president.

Reporting directly to him as passenger-car chief will be Executive Vice President Yoshihide Munehuni, put in charge of sales, and Executive Vice President Shoichiro Irimajiri, who will head product development.

Honda's North American auto operations will continue to report to Kawamoto through Koichi Amemiya, head of Honda North America Inc.

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Chrysler ousts Bieber, axes five board seats

By Mary Connelly
and Colleen McDonald
AUTOMOTIVE NEWS STAFF REPORTERS

HIGHLAND PARK, Mich. — Chrysler Corp. will change the complexion of its board of directors in May by reducing it from 18 to 13 members and removing UAW President Owen Bieber as a director.

The company is billing the move as a cost-cutting measure, but the fallout is more far-reaching.

At Chrysler's annual meeting in May, Bieber and four other board members will not be renominated. Bieber's exit will end an era of unprecedented union representation that began in 1980, when Chrysler invited then UAW President Douglas Fraser to join its board.

Although Bieber opposes the board's decision, the UAW said it does not plan to ask Chrysler to reconsider the move, which was announced last week.

"It was a mistake to deny a labor voice on the board," Bieber said. "Chrysler is denying themselves, not the UAW workers."

Chrysler maintains the move will not reduce UAW input. "The UAW has access to the corporation and its management through myriad programs from the shop floor to the boardroom," a Chrysler spokesman said. "There wasn't a board seat designated for the UAW. They were invited on as individuals, like all other board members."

Other retiring directors are:

- Anthony J.A. Bryan, 68, chairman of Oceonics Group plc and a Chrysler board member since February 1977.
- Ronald H. Grierson, 69, vice chairman of General Electric Co. plc (Great Britain) and a Chrysler board member since November 1982.
- Juanita M. Kreps, 70, economist and educator and a Chrysler board member since September 1983. She was U.S. secretary of commerce from 1977 to 1979.
- J. Paul Sticht, 73, retired chairman of RJR Nabisco Inc. and a Chrysler board member since September 1981.

UAW members expressed disbelief and disappointment about Chrysler's decision to drop Bieber from its board. Some predicted the move will renew tensions; others said the it won't have much impact.

John Miller, president of UAW Local 412 in Warren, Mich., does not buy Chrysler's tying the board cuts to its cost-cutting effort. He said the ouster was a slap because the UAW helped Chrysler increase sales by increasing quality.

Chrysler's plan to downsize the board will better balance the number of inside and outside directors. Chrysler has only three inside directors: Chairman Lee Iacocca, President Robert A. Lutz and Vice Chairman Robert S. Miller Jr.

Four inside directors have left the board recently and have not been replaced. They are former Vice Chairman Gerald Greenwald, former Chrysler Motors Chairman Bennett Bidwell, former Chrysler Motors President Harold Sperlich and Allen E. Paulson, chairman of Gulfstream Aerospace, a former Chrysler subsidiary.

"It's a working balance they are going for," said Eugene E. Jennings, management professor emeritus at Michigan State University in East Lansing, Mich., and a consultant to chief executive officers and corporate

see CHRYSLER, page 38

Ford

Hagen

Ford heir gains in reshuffling

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

William Clay Ford Jr., great-grandson of Ford Motor Co. founder Henry Ford, has been given added responsibilities with the reorganization of the automaker's Alpha group, an organization that was formed in 1986 to improve Ford's manufacturing processes.

William Ford's title has been upgraded to executive director from director of Business Strategy — Ford Automotive Group. He also will head a group that will look at ways to improve relationships with Japanese partners.

The reorganization of Alpha comes with the April 1 retirement of John A. Manoogian, who has been general manager of the group since 1986. On April 1, a new organization called Alpha Simultaneous Engineering will be formed, combining Alpha and Ford's former Product and Manufacturing Engineering Staff.

David F. Hagen will be the general manager of the new organization. Hagen had been general manager of Alpha's Engine Division.

Other appointments include:

- Robert H. Transou, executive director of Body Engineering, will succeed Hagen as general manager of the Engine Division.
- Kenneth R. Dabrowski, program manager of International and Small Car Programs, Car Product Development, replaces Transou.
- Paul W. Drenkow, who was director of the Asia-Pacific Operations — Dearborn office, is now executive director for Product and Business Strategy, Asia-Pacific Automotive Operations.